

Vogue

incorporating Vanity Fair



V ★ O. © THE CONDE NAST PUBLICATIONS, INC.

COUNTRY CLOTHES • DECORATION • APRIL 15, 1939 • PRICE 35 CENTS

PHOTOGRAPHS BY GRAND DUCHESS MARIE



French Line
S.S. NORMANDIE

Dear Jean
This is a beautiful ship. We are having lots of fun all the time



The children's playroom is their Paradise-Afloat. Hobby-horses, moving pictures, books, toys and games are under the supervision of the Governess-Nurse and Children's Steward. This French Line feature keeps the children entertained . . . takes them off your hands . . . gives you more time to enjoy the charm and delights of France-Afloat.

Your children will love the life aboard France-Afloat, where everything conceivable is done for their comfort, well-being and amusement. Here they are enjoying the "Guignol" (Punch and Judy Show), a feature on all French Line ships. And for you, too . . . of another generation . . . there are unending hours dedicated to your pleasure and entertainment.



French Line

610 FIFTH AVENUE. NEW YORK CITY



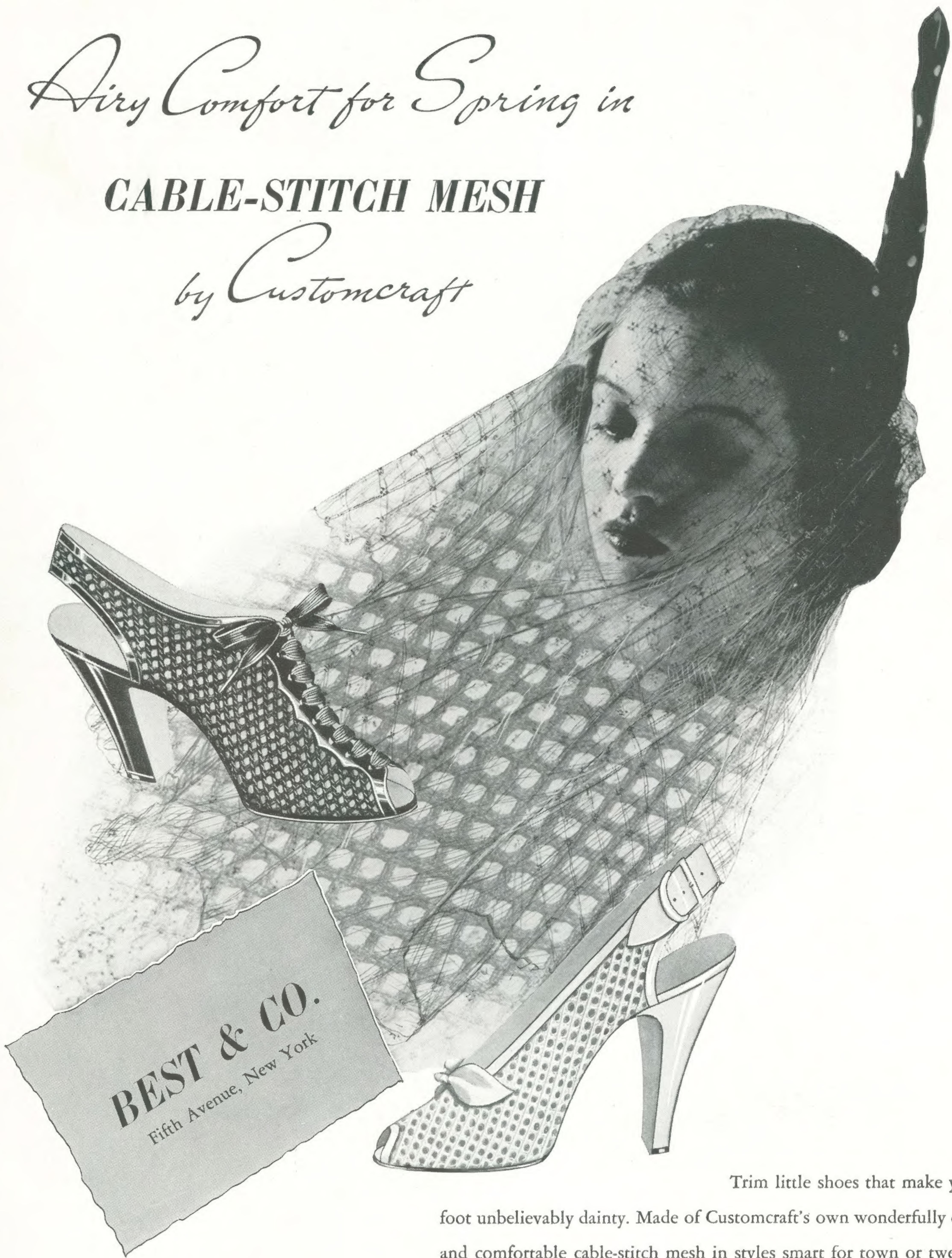
Special menus, carefully arranged by an expert, are served to children in a gaily decorated dining-room. All these advantages are typical of France-Afloat . . . for in every particular, in service, luxury and cuisine, French Line delights in anticipating every wish . . . fulfilling your every expectation.

New York to England and France, and thus to all Europe: DE GRASSE, April 18 • ILE DE FRANCE, April 20, May 13, June 6, 21 • PARIS, April 29
NORMANDIE, May 3, 17, 31, June 14, 28 • Fly anywhere in Europe via Air-France • See your Travel Agent for reservations. His services cost you nothing.

Airy Comfort for Spring in

CABLE-STITCH MESH

by Customcraft



BEST & CO.
Fifth Avenue, New York

Trim little shoes that make your foot unbelievably dainty. Made of Customcraft's own wonderfully cool and comfortable cable-stitch mesh in styles smart for town or tweeds. Oxford: Blue or wine with matching calf trim. Pump: Blue, black, wine, white or Japonica with matching calf trim. Sizes 4 to 8½ . . **12.75**

CUSTOMCRAFT STYLES EXCLUSIVE WITH BEST'S IN NEW YORK

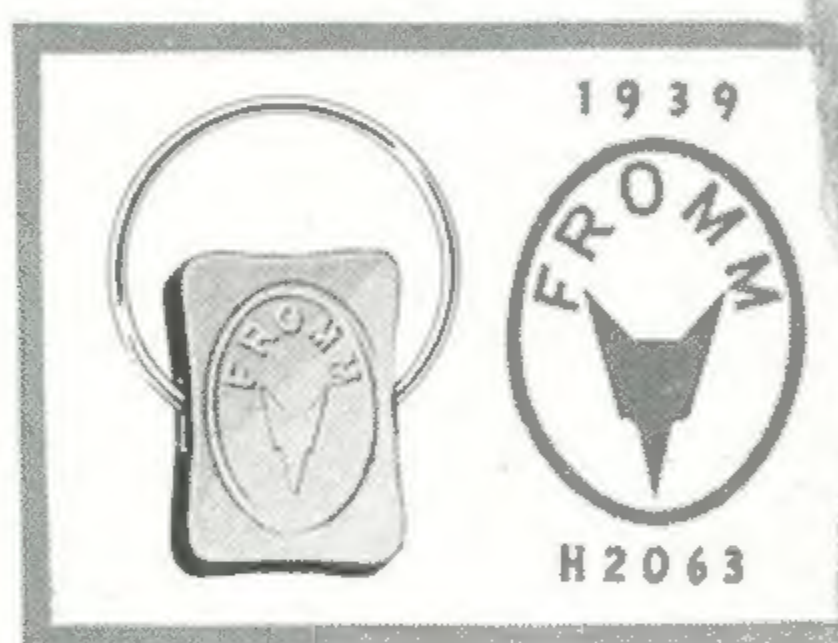
Accent on
**THAT FRESH
 YOUNG LOOK**



Of course you're doing everything to look your youngest, prettiest self this year of ingenious fashions. And so, more than ever before, you'll want a coat of Fromm Pedigreed Fox. So soft and silky. So flattering in its pure, clear color free of rust or tinge. So pride-inspiring in its depth and spread of gleaming silver. And do be sure that it *is* Fromm Pedigreed Fox; look on the leather side of the pelt for the Fromm trademark stamped there with the pedigree number and year. Then ask, wherever you make your selection, for the corresponding medallions. The pedigree certificates of your Fromm Foxes are sent to you when you mail the medallions to Fromm Bros., Inc., Hamburg, Wis.

FROMM

*Bright with Silver
 Pedigreed* **FOXES**



Courtesy FRANKLIN SIMON & CO., New York • L. FRIEDMAN, INC., Chicago • BLUM STORE, Philadelphia



*Edwardian lace curtains
part to reveal our American-heiress sheath.
Black crepe, frilled in
white organdie*

ON THE PLAZA • NEW YORK
**BERGDORF
GOODMAN**
5TH AVENUE AT 58TH STREET



Glamour Models

wear

Rollins
RUN STOP
Stockings

"THEY DO THINGS
FOR YOUR LEGS"

New York's most attractive fashion models who set the American glamour standards choose Rollins Hosiery for the critical eye of the camera. Like new make-up magic these stockings flatter your legs in color and contour. Spring shades harmonize with cosmetic tints as well as costume colors. Shadow-sheer texture and clinging fit are permanently protected by the Rollins Runstop.

ROLLINS HOSIERY MILLS, INC.

New York Chicago
200 Madison Ave. 9106 Mdse. Mart

Des Moines
E. 28th and Dean

Denver San Francisco
1751 Lawrence St. 450 Mission St.

HIRSCH



now—a Pineapple Print picked by

B. H. Wragge



B. H. Wragge, the famous men's custom shirtmaker who has turned his tailoring genius toward women's fashions picks a pineapple, leaves and all, and scatters it in brilliant colours all over snowy grounds of a new, spongy weave spun rayon. Playsuit-to-dinner-costume Exclusives designed with an eye to Summer. In addition, B. H. Wragge does a crisp pleat-skirt tailleur of rayon-and-linen in the colours of the pineapples. B. H. Wragge Shop, Sports Fifth Floor.

Sketched, right. Spun rayon-and-linen jacket. Red, pink, chartreuse, Pacific blue and aqua. 12 to 20. Jacket, 10.95 Matching skirt, 9.95

Left. Pineapple shirt, white print on colour or colour on white. Cactus-green, Pacific blue, magenta, pink, aqua, red, chartreuse. Sizes 12 to 38, 6.50 Solid four-gore rayon-and-linen skirt, 8.95

Above. Pineapple playsuit with shirt, shorts, kerchief and tie-on skirt. Magenta, cactus-green pineapples on white, white pineapple print on blue or chartreuse. Sizes 12 to 20. Three pieces, 19.95

Center. Pineapple dinner shirt and skirt. White pineapples on cactus-green, Pacific blue, magenta, pink, aqua, chartreuse, fiesta red. In sizes 12 to 18. The shirt, 6.50 The full-length Dinner skirt, 12.95

Below. One-piece Pineapple dress with suede belt. 12 to 20, 22.95 Magenta, cactus-green, Pacific blue, fiesta red on white grounds.

Mail and telephone orders filled. Call Eldorado 5-6800

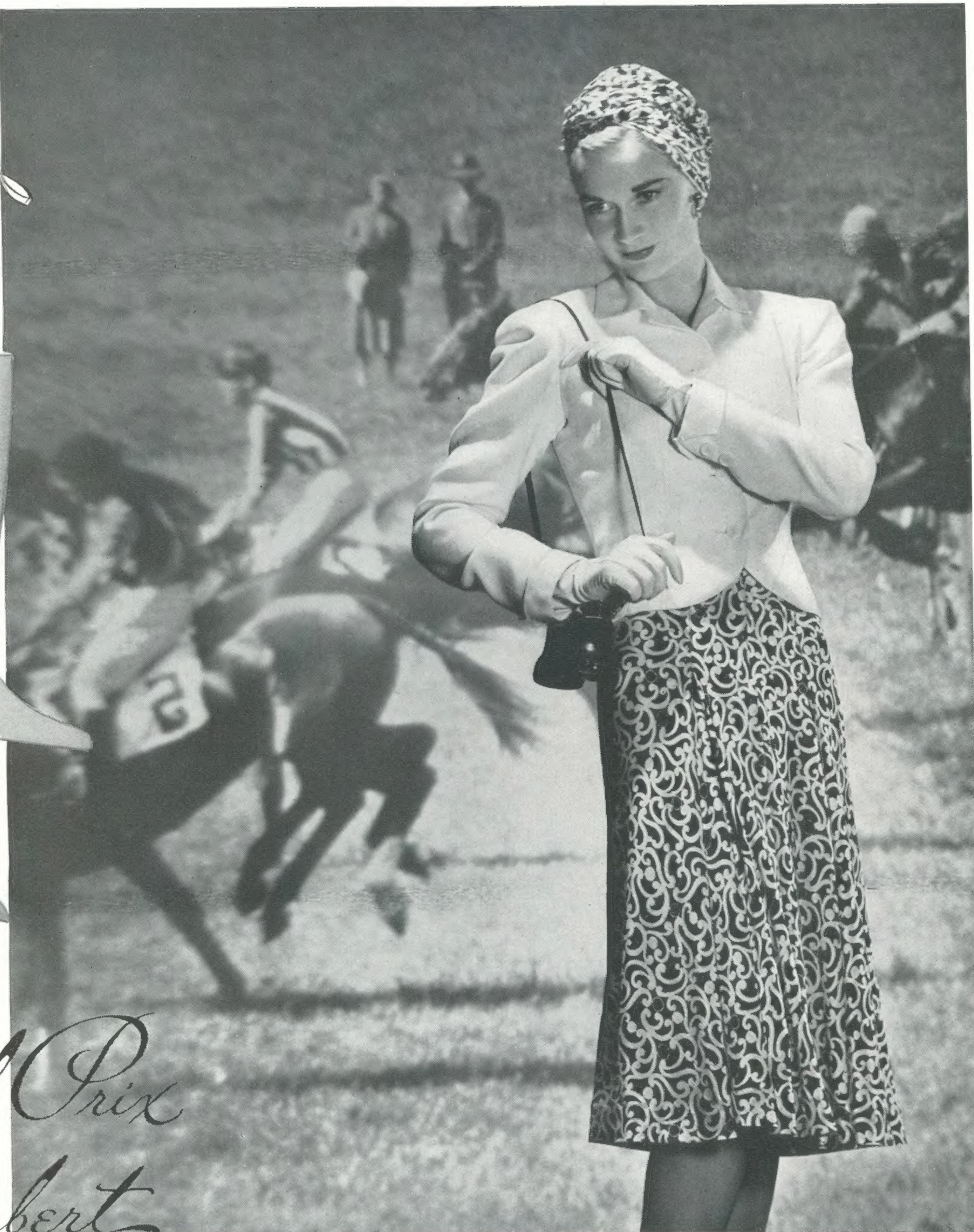
Bonwit Teller FIFTH AVENUE AT FIFTY-SIXTH STREET • NEW YORK



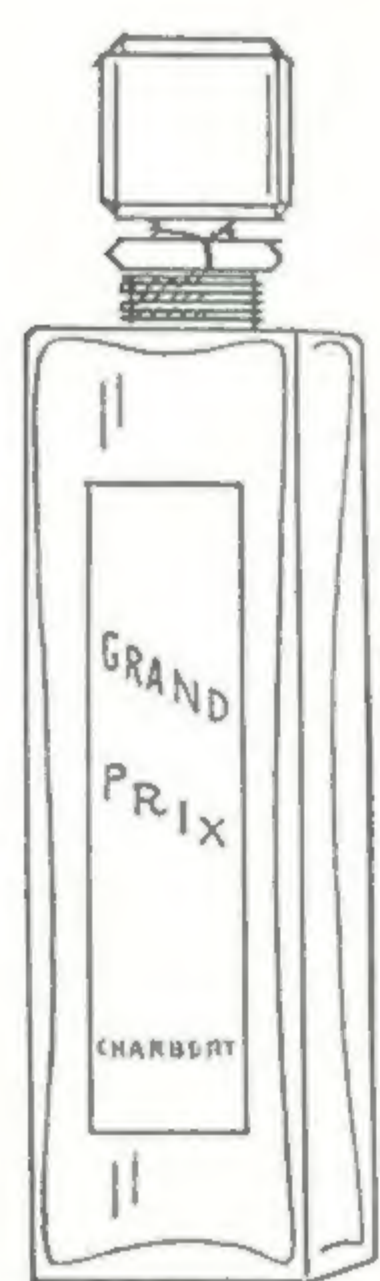
*Fair travelers
—cool sleepers*

Fair and warmer! A summer nation on wheels. In the swing of such exciting things Van Raalte does its "Gowns of Nations"—sleep trousseau, rife with color—imagination—and easy care. Wasp waists. Dervish skirts. World of Tomorrow textures, too... Sheerities—Aerostryps—Magnostryps! Such cool, cool rayon. Tight little packers and easy tubbers. Fly to them—in fine stores everywhere... Prices, \$3 to \$5.

*Gowns of the Nations
by Van Raalte*



*Grand Prix
by Charbert*



Our perfume greeting to a smart woman who visits New York
.. the World's Fair, the Belmont Races, and Jay Thorpe where
your original clothes are in readiness, without duplicate in
America. Swirl printed silk dress with Rodier linen jacket 95.00

jay thorpe

FIFTY-SEVENTH STREET WEST, NEW YORK



**Kind to a fussy,
sensitive skin...**

Dorothy Gray Portrait Face Powder

If your skin "acts up" or is sensitive to some powders, revel in Dorothy Gray Portrait Face Powder. Most important of all, Portrait Face Powder contains no starch, no orris root, no ingredients generally suspected of arousing allergies. Its special "emollient ingredient" aids your skin against the weathering effects of dry air, wind, and heat. It's so light, it fluffs. Gives skin a look of filmy translucency...so that people admire your lovely skin for its flower-like quality.

Try this fragile-fine face powder. Notice, as you fluff it on, how it suffuses your skin with a "soft-focus" look of clarity and fineness. Exciting flattery for any complexion!



Spring Shades: Glo-Rachel — High-spirited, lends dull skin a glow. *Special Blend* — Puts your face "in the pink." *Aureate* — Golden-Girl enchantment. *Portrait Face Powder*, in all Dorothy Gray skin-tone shades, \$1.00.



New Lipstick Shades: *Plum* to wear with fuchsia, blue, and blue-pink clothes. *Plum Pastel* (NEW!) a lighter and brighter purply-red, for summery pastels. *Sierra Gold* (NEW!) with yellow, mustard, and lime costumes. *Royalty Red*, warm blue-red, smart with spring navy, and to honor visiting royalty! \$1.



Elation Make-up Film — NEW! An ethereal-light powder base that flatters skin with a soft, pliant look. Use to give your face that fashionable "young girl" air Paris adores. Gives skin youthful-looking moistness, without shining. \$2.



Salon Cold Cream — A cleansing delight for medium-dry skin. Goes on with the soothing feel of a cold cream — the fluffy blandness of a melting cleanser. Salon Cold Cream helps soften and freshen your skin all the time it's loosening dirt and stale make-up. \$1, \$2, \$3.50.

Coming to New York for World's Fair? Enjoy a smart face treatment at Dorothy Gray Salon on Fifth Avenue.

DOROTHY GRAY SALONS . . . 683 Fifth Ave., New York . . . Paris London. Dorothy Gray Salon Treatments are also available in smart stores in the following cities: Los Angeles . . . Denver . . . Washington Boston . . . Milwaukee . . . Buffalo . . . Norfolk . . . Atlanta . . . Chestnut Hill, Philadelphia . . . San Francisco . . . Seattle . . . Brussels Amsterdam . . . The Hague . . . Rotterdam . . . Cannes . . . Nice Monte Carlo . . . on the Grace Line "Santa" ships . . . and on American Republics Line "Good Neighbor" ships.

THESE AND MANY OTHER EXQUISITE DOROTHY GRAY PREPARATIONS AT SMART DEPARTMENT AND DRUG STORES
Copyright, 1939, by Dorothy Gray Ltd.



"Did you really get a LaSALLE?"



A General Motors Value

Model illustrated: Five-Passenger Four-Door Touring Sedan—\$1320, wheel discs optional at extra cost*

NO WONDER THE LADY in the illustration is so delightfully surprised! Hers is to be the happy privilege of driving the motor car most perfectly suited to a woman's use—the new LaSalle V-8.

One look and one ride will be sufficient to prove this to your entire satisfaction.

First of all, the new LaSalle is *beautiful*. And it's beautiful in the *smart* and *modern* manner. It has that air of individuality which women instinctively admire. The

narrow, continental-type radiator—the smooth-flowing body lines—the chic colors and upholstery combinations . . . these, and countless others, add up to an extremely dashing ensemble.

And the car is *so* easy to handle. The V-8 Cadillac engine is responsive to the slightest touch of the daintiest foot. Steering is unbelievably effortless. The brakes go into action at tip-toe pressure. You can drive, park and un-park with amazing dexterity.

And, of course, the whole car is a study in prestige. Built throughout by Cadillac, LaSalle is everywhere recognized as among the finest of fine cars.

But the *big* feature about LaSalle still remains to be told. *It's delightfully inexpensive—not only to own but to operate!*

Why not see and drive a LaSalle today? Your Cadillac-LaSalle dealer has the car—and awaits your pleasure as to the time and place.

La Salle

\$1240

*AND UP delivered at Detroit, subject to change without notice. Transportation, state and local taxes (if any), optional equipment and accessories—extra.

POWERED BY A *Cadillac V-8 Engine*



"Loomed to be heirloomed"



DECORATED BY RUTH SIGRID GRAFSTROM

The Smart Young Bride of Today chooses Bates spreads for their 1939 style-rightness. She finds that they are just what she has been looking for to top off her beds—to put the chic finishing touch to the decoration of her bedrooms. Her mother, a bride of the War period, and her grandmother, a bride of the Gay Nineties, chose Bates spreads too. They too chose them for their smartness—and for their beauty, quality, and durability. And the new Bates Fine Percale Sheets offer the bride of 1939 the cool, almost silky smoothness of truly luxurious percales at prices that will fit smoothly into the most unassuming bridal budget.

THE UNAFFECTED CHARM of this cotton spread makes it perfect for almost any type of bedroom. To choose "Daisy Chain" is to pay gracious tribute to your sense of economy. Reversible, sunfast and tubfast. Colors: Sky Blue, Dusty Rose, Tan, Green, Brown, and Wine.

Bates BEDSPREADS AND FINE PERCALE SHEETS

SKY BLUE

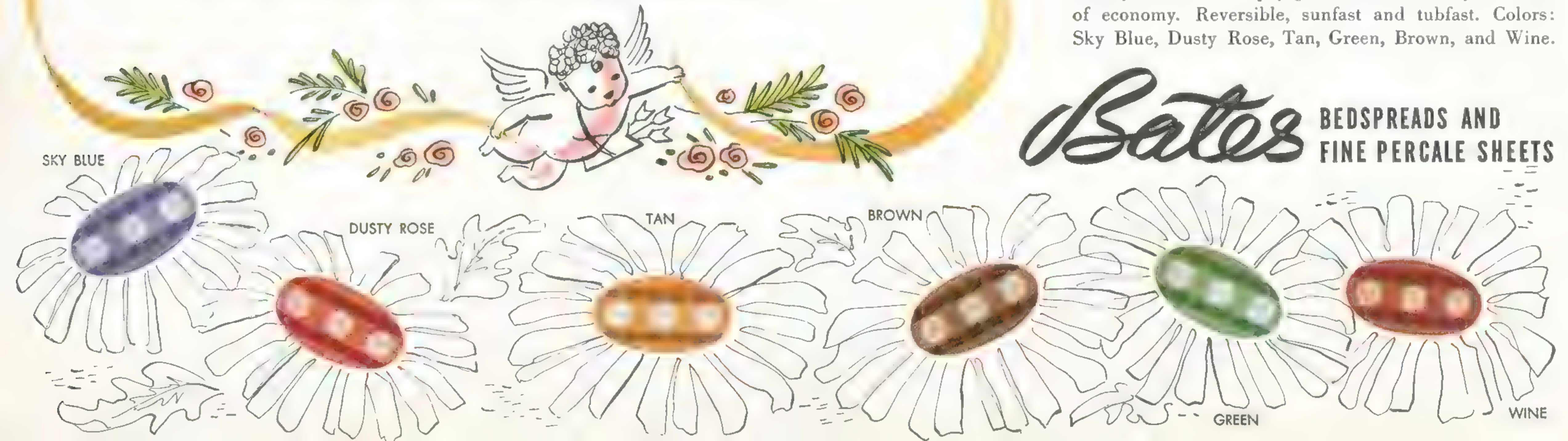
DUSTY ROSE

TAN

BROWN

GREEN

WINE



I. MAGNIN & CO.

FASHIONS THE COAST

SAN FRANCISCO • LOS ANGELES • SEATTLE
AND OUR OTHER CALIFORNIA SHOPS



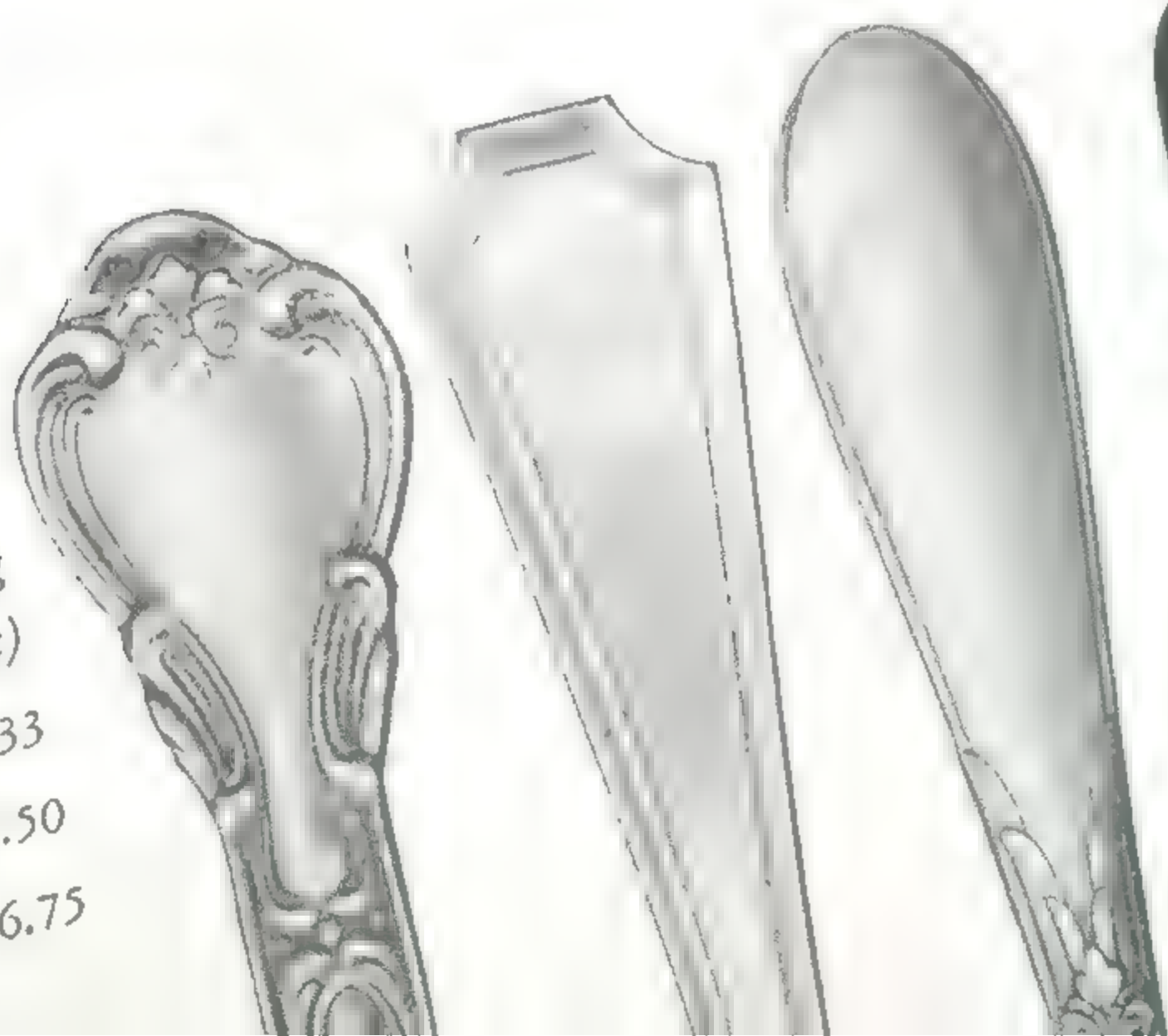
Two-piece man tailored slack suit of
imported striped broadcloth, exclusive
with I. Magnin & Co. in the states. \$65.



Have you a Cruise Conquest?

Fate all settled? Ring, announcements, whirl, trousseau, at home after June? ... Head your list with Gorham sterling silver. Because it's the best there is ... because you can choose classics, or moderns ... because you can match and add forever ... because sterling silver is your longest-lasting, least expensive buy. Mark your house, your marriage, and your entertaining **STERLING**.

Price per 6-piece place setting
(from left to right)
CHANTILLY \$16.33
FAIRFAX \$16.50
ROSE MARIE \$16.75



GORHAM

STERLING

America's Leading Silversmiths • SINCE 1831
THE GORHAM COMPANY, DEPT. V-4, PROVIDENCE, R.I.

Send me your free literature, and your new booklet on table setting and silver service for which I enclose 10¢.

NAME _____

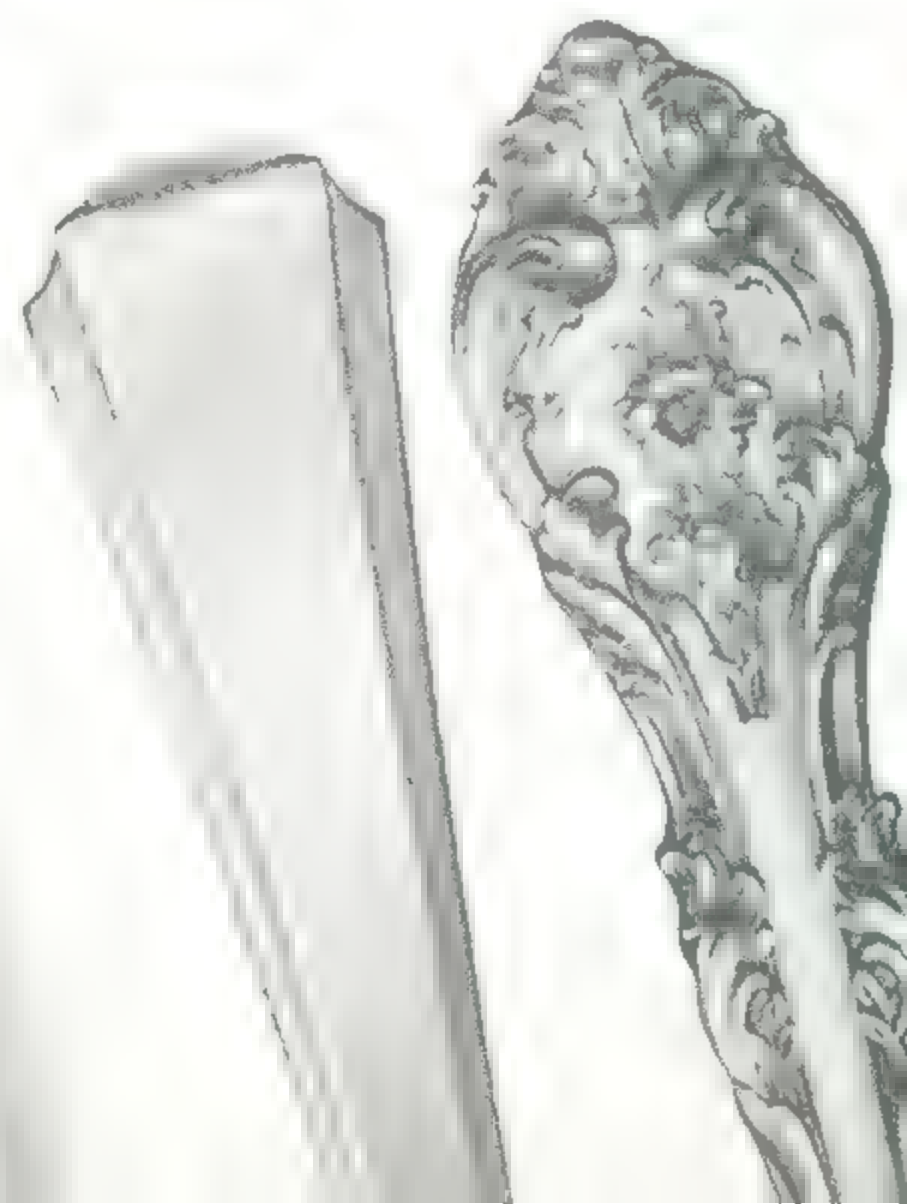
STREET _____

CITY _____

STATE _____



Price per 6-piece place setting
GREENBRIER (above left) \$16.92
NOCTURNE (above right) \$17.17
GOVERNOR'S LADY (below left) \$16.92
KING EDWARD (below right) \$17.17



Live it

... AND LOVE IT!

Here's an ensemble you'll start wearing right now, with your furs. When summer comes, and baum martens go into hiding, the navy blue pure silk sheer basque top coat, and the pure silk, printed dress beneath, will keep you cool and effervescent as a champagne cocktail. The coat is a Mainbocher adaptation, shirred in front just where it will do hips and waist the most good. *Pounds* disappear under its benign influence! The graceful dress is charming alone, or with its filmy affinity. Thanks to the Little Shop policy of pricing beautiful clothes far below what you'd expect, even in Macy's, coat and dress *together* are only 38.75. The big simulated straw hat will make you look fragile and interesting, all for 11.89.

Little Shops on the *Second Floor*.



MACY'S★
LITTLE SHOPS
NEW YORK

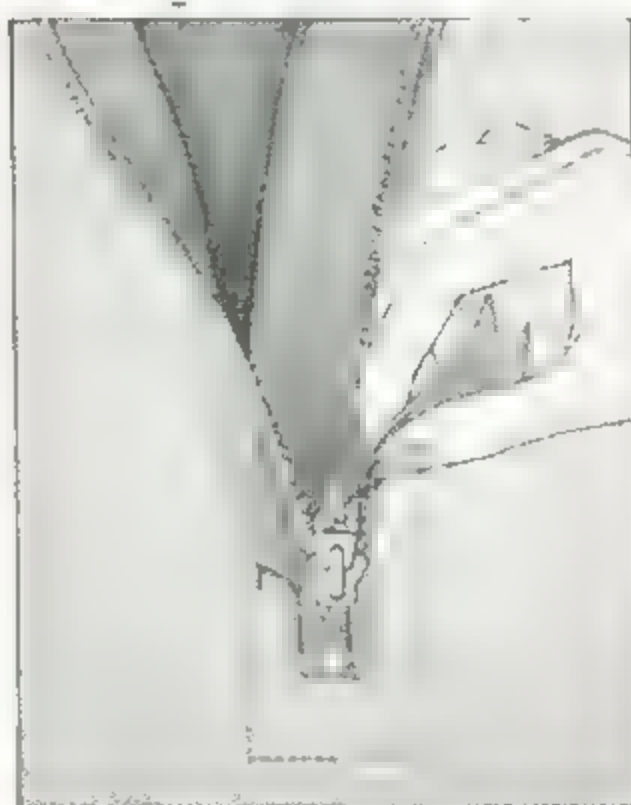
MACY'S★

ON EASY,
OFF EASY,
NEAT AS A
NEW PIN!



*It's closed
with a
TALON
Reg. U. S. Pat. Off.
fastener*

● REMEMBER how you used to struggle and wriggle with old-fashioned corset closings? Today, all you need is a good long Talon slide fastener and your foundation almost eases itself on and off! Besides, the long Talon fastener saves wear and tear... helps to hold the shape and preserve the elasticity of your garment. And that's a real economy!



"TAKE A SECOND LOOK" WHEN YOU BUY CORSETS

Did you know—that such features as the self-lock and patented method of insertion and reinforcement are exclusive with the TALON fastener?

This fact is important when you consider that an unsatisfactory slide fastener can make even the finest foundation unwearable. Be sure *you* get the slide fastener that's *right* for corsets—the fastener that has given perfect service to millions of women. Always "take a second look" for the name "TALON" on the fastener!

BE SURE THE NAME "TALON" IS ON THE SLIDE FASTENER

TALON CORSET FASTENER ★ MADE BY TALON, Inc.

Reg. U. S. Pat. Off.

**MEADVILLE,
PENNSYLVANIA**

Cannon Towels



Cheerful company Cannon towels have a smiling, clear-toned gaiety that makes them nice to have around you in both senses of that phrase. You'll take joy in the new Decorators' Colors; they bring such spirited beauty to bathrooms. You'll take pride in having bought such good, worth-owning, long-lasting, absorbent towels. And you'll find pleasure in Cannon prices: they start as low as 25c and go up to \$2. Deck out your bathroom this very day! Cannon Mills, Inc., 70 Worth Street, New York City.

CANNON TOWELS • CANNON SHEETS • CANNON PURE SILK HOSIERY

CANNON
fine quality



Garden Colors: Greens that rival the fresh beauty of natural foliage tones...silvery grays as soft as fleecy clouds in a Spring sky...and a beautiful array of clear, bright flower colors as gay as a garden bouquet...are all included in Hockanum's Late Spring Collection of Flannels, Worsteds and other Casual Woolens. In suits, slacks and blazer outfits such as those illustrated...in dresses, too, and coats and every other kind of costume that demands a fine wool fabric...at good shops everywhere.

Hockanum Mills, Rockville, Conn. Founded 1809
 Division of M. T. Stevens & Sons Company, North Andover, Mass.
 J. P. Stevens & Co., Inc., Selling Agents, Empire State Bldg., New York

H O C K A N U M
Woolens

GEORGE PIATT LYNES



Hattie Carnegie

... FORTY-TWO EAST FORTY-NINTH STREET, NEW YORK CITY ...



WHITE
Grayflex
TRAMPERS
 FEEL THE DIFFERENCE

HISTORY will probably record 1939 as America's "Walk Year". Sixty miles worth at the New York World's Fair! Thousands and thousands of steps at Frisco! This is the year to make the permanent acquaintance of Grayflex Trampers—shoes so soft and flexible that walking becomes a pleasure. Kind to your feet— and smart for every daytime occasion of spring and summer. With fashion's rising skirtline more attention is going to be directed footward. You'll relish the scrutiny if you're wearing Grayflex Trampers.

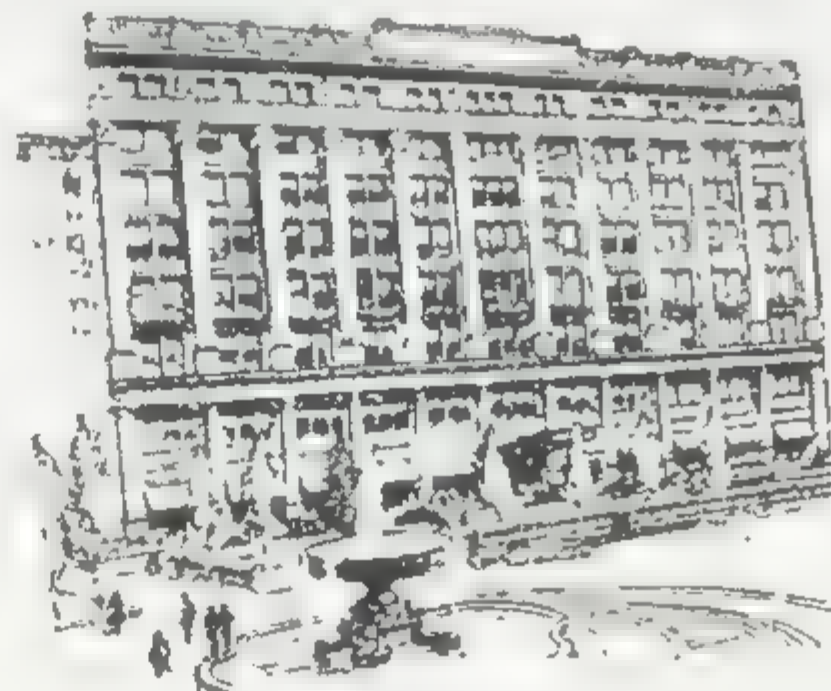
\$6.75 to \$7.75

Illustrated: On the model, Renwick; in her hand, Willow; left to right on carpet: Amsterdam, Stamford, Waverly, Stafford; three shoes sketched at right: Stafford, Constine, Maple.

Albany . . .	W. M. Whitney & Co.	Lancaster . . .	Shaub's
Alloua . . .	Klevan Bros.	Martinsburg . . .	Flery's
Atlanta . . .	Regenstein's	New Britain . . .	Manning-Armstrong
Auburn . . .	Shoe & Luggage Shop	Norfolk . . .	Smith-Ballance-Nunn
Augusta . . .	Saxon-Cullum	Oklahoma City . . .	Kerr-Dry Goods Co.
Baltimore . . .	N. Hess	Omaha . . .	Nebraska Clothing Co.
Bermuda . . .	Trimingham Bros.	Pittsburgh . . .	Joseph Horne Co.
Birmingham . . .	Sisson Bros.—Weldon Co.	Philadelphia . . .	Strawbridge & Clothier
Brooklyn . . .	Blach's	Plainfield . . .	Tepper Bros.
Cedar Rapids . . .	Abraham & Straus	Reading . . .	Manning-Armstrong
Charleston . . .	Killian Co.	Richmond . . .	Thalheimer Bros.
Chicago . . .	People's Store	St. Louis . . .	Stix, Baer & Fuller
Cincinnati . . .	Carson Pirie Scott	St. Paul, Schunemans & Mannheimers	Albert Steiger Co.
Columbia . . .	H. & S. Pogue	Springfield . . .	The Addis Co.
Detroit . . .	Saxon-Cullum	Syracuse . . .	Allen's Shoe Store
Dubuque . . .	J. L. Hudson Co.	Trenton . . .	C. Sautters
Easton . . .	Roshek Bros.	Utica . . .	Woodward & Lothrop
Elizabeth . . .	Wm. Laubach & Sons	Washington . . .	May Shoe Co.
Erie . . .	Levy Bros.	Wheeling . . .	Geo. Innes Co.
Ithaca . . .	Halle Bros.	Wichita . . .	Boston Store
Kansas City . . .	Rothschild Bros.	Wilkes-Barre . . .	Lustig's
	Harzfeld's	Youngstown . . .	

Also featured by over 150 other fine stores; write for name of nearest one
 GRAY BROTHERS, Syracuse, N. Y.

FINE STORES THROUGHOUT AMERICA, STERN BROTHERS OF NEW YORK, for example, carry a complete line of Grayflex Trampers. On



world-famous 42nd Street, Stern's is conveniently near railroad stations, hotels and theatres. A subway in the building takes you directly to the World's Fair. Among women of fashion, Stern's Shoe Department is regarded as one of New York's finest.



Smooth transition...from town to country, from Spring to Summer, in our crisply cut, double-breasted jacket, lively pleated skirt. Balenciaga reproduction: the jacket in original—wonderful—Rodier black and white linen plaid garnished with red scarf; sheer black wool skirt. Well-tailored costume from our Sunningdale Shop, \$89.75

Marshall Field & Company • CHICAGO



Today's hourglass silhouette

re-emphasizes the importance of "Lastex" yarn



NEW
"H & W"

FOUNDATIONS

As shown by

THE EMPORIUM

San Francisco

D. H. HOLMES CO., Ltd.

New Orleans

MANDEL BROTHERS

Chicago

SANGER BROS., INC.

Dallas

Above, left, an H & W girdle for the slender or near-slender figure, in the new French nude shade. Satin front and back panels, side panels in two-way stretch leno. The wide waistband, high in front and dipping behind, called "Comfortop"—a clever device exclusive with H & W foundations—is ideal for accentuating the waistline. Slide fastener closing. Worn with an H & W "Adorable" brassiere. Above, right, an H & W "Lasteze" all-in-one for the slender-to-average figure, in peach,

with uplift lace bust. The brocaded batiste front panel, the side panels in two-way stretch web and the slide fastener closing at the waistline, combine to exert amazing control over diaphragm and abdomen. All three garments are made with much benefit of "Lastex" yarn, for fit, for comfort, for control, as are all the prize creations of America's leading foundation makers. When choosing a foundation make sure of your figure by making sure of the advantages that come with "Lastex."



THE MIRACLE YARN THAT MAKES THINGS FIT...

Lastex
REG. U. S. PAT. OFF.

An elastic yarn manufactured exclusively
1790 Broadway



by United States Rubber Company
New York City

GUERLAIN'S

GREAT NEW PERFUME



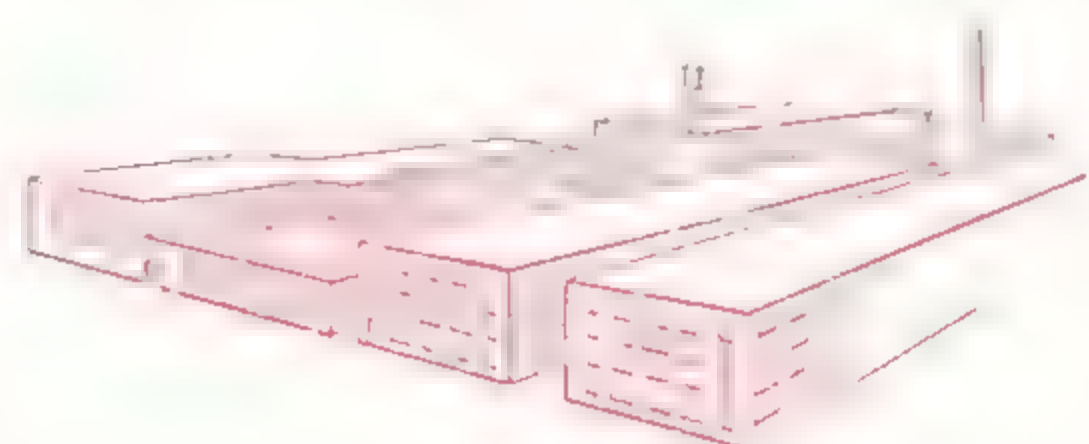
DARCY.

“ COQUE D'OR ”



COSTUME BY BERGDORF GOODMAN

Our Shop-at-Home Service makes it easier for women to buy—Realsilk Representatives call on you—no shopping hurry—no parking worry . . . *Our Way* of manufacturing stockings makes them more economical for women to buy—pure, fresh silk—more snag-resistant twist—best and most permanent dyes . . . *These qualities* every time mean longer average wear.



World's largest manufacturer of silk hosiery for men and women.

Real Silk Hosiery Mills, Inc., Indianapolis, Ind. Branch Sales Offices in 200 Cities

Lines To Remember



Fandango

by NATIONAL FABRICS CORPORATION


Striped with genius to make your figure startlingly beautiful. Dinner dress or double-duty gown of supple spun rayon. Pink or aqua with white. 22.95

JANE ENGEL
MADISON AVENUE
AT 79TH, NEW YORK



ADEM, Inc., 111 Newbury St., Boston, Mass. • CHEZ NOUS, Inc., 122 E. Delaware Place, Chicago, Ill. • CITY OF PARIS, San Francisco, Calif. • FORBES & WALLACE, Springfield, Mass. • GIMBEL'S, Philadelphia, Pa. • ROSE GRASTENFIELD, 231 Oliver Ave., Pittsburgh, Pa. • HESS BROS., Allentown, Pa. • JOSEPHY'S, Inc., 268 N. Beverly Drive, Beverly Hills, Calif. • LAMSON'S, Toledo, Ohio • McCURDY'S, Rochester, New York • CHARLOTTE PARKER, 1709 H St., N. W., Washington, D. C. • VAN SCHAACK, 992 Farmington Avenue, West Hartford, Conn. • DOROTHY WOODWARD, 2460 Fairmount Blvd., Cleveland, Ohio

FOR LITHE

*Smooth curves*IN YOUR THIN
SPRING FROCKS


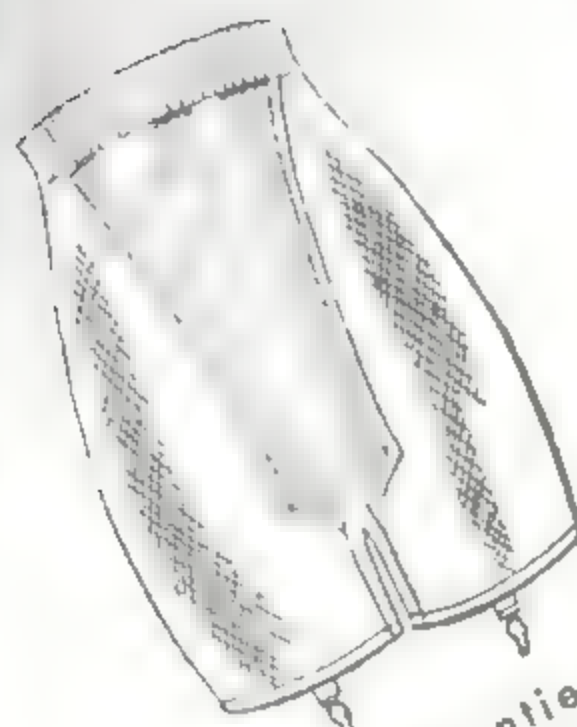
Figleaf pantie P46 is made of sturdy, satiny lace. Peach. Inch sizes 25—30 \$5.



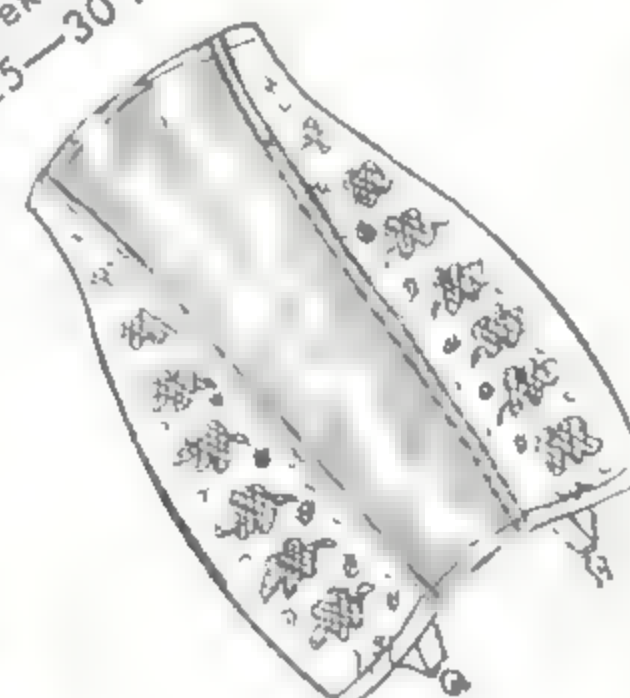
Mouldette brief pantie P101 for sports and dancing. Peach. Even sizes 24—30 \$2.50.



Picot-net pantie P205 is cool. Has sleek satin crotch. Nude. Inch sizes 25—30 \$4.

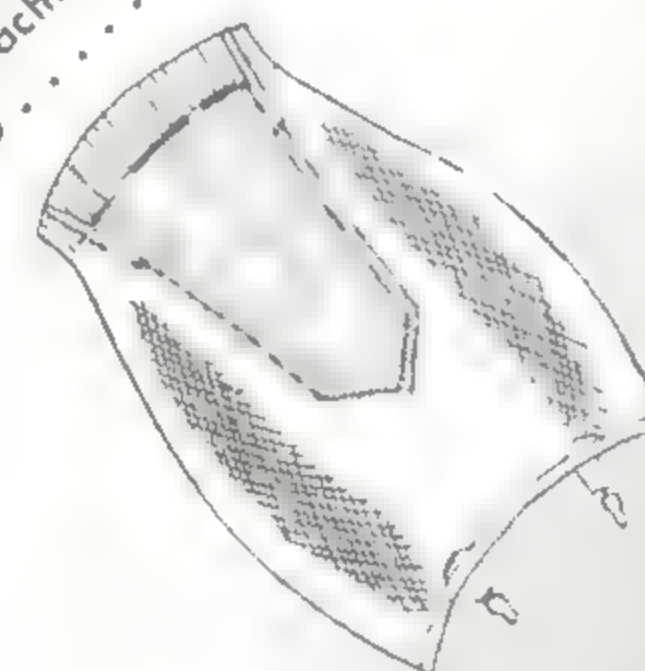


Figleaf lace girdle G45 for cool, dainty control. Very sleek. Peach. Inch sizes 25—30 \$5.

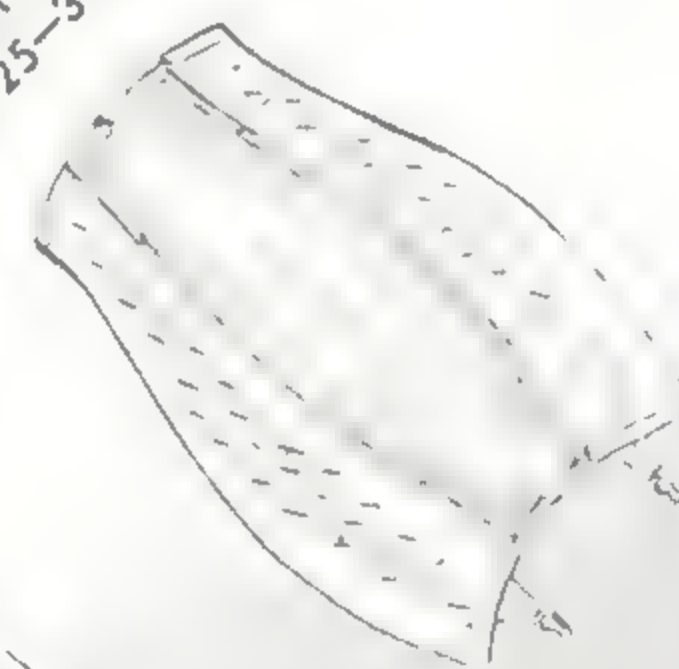


Bud-net pantie P146 with $\frac{3}{4}$ length panel. French peach. Inch sizes 25—30 \$5.

Bud-net girdle G145 of cool, cotton power net. French Peach. Inch sizes 25—30 \$5.



Picot-net girdle G203 holds and smooths firmly, gently. Nude. Inch sizes 25—30 . . . \$3.50.



Silverskin girdle G177 is sleek and smooth and firm. Nude. Inch sizes 25—30 . . . \$5.

With all their moulding control Carter's give you all the freedom you want. Some do it with strategic panels and soft, little bones; others without benefit of either. So dash right out and buy a Carter to reef in that waistline and sleek you down to charming curves. (You'll acquire graceful posture, in the bargain!) Carter's varied and enchanting fabrics are cool, ounce-weight and wash like lingerie (They're made with "Lastex" yarn.) Sizes 24—38 \$2.00 to \$12.50.

Carter's FOUNDATIONS

THE WILLIAM CARTER COMPANY, Boston, New York, Philadelphia, Cleveland, Chicago, Dallas, San Francisco. Home Executive Offices: Needham Heights, Massachusetts.

CONMAR

A Better Slide Fastener



DINNER GOWN
\$49.95
FEATURED BY
LORD & TAYLOR
NEW YORK

The smartest fashion designers are switching to Conmar Slide Fasteners to make closures sleek and secure. Guaranteed dependable . . . with tiny teeth that mesh like magic . . . they survive countless pressings and cleanings . . . keep the dress placket line smoother and trimmer than you ever imagined possible. Look for the name "Conmar" on the pull tab. Made in U. S. A. Conmar Products Corp., Bayonne, N. J.

"Damn it!
I've scuffed
my heels again!"



Peek-A-Boo—an Arnold Town-
style in white mesh, trimmed with
Japanica Calf. Grand for walk-
ing. The Scuffless heel is just the
right height! And it looks nice
and summery. Ideal for comfort-
able wear at both of the Fairs!

but YOU WON'T SCUFF *Scuffless* "PYRAHEEL"
REG. U. S. PAT. OFF.

• Don't scold the car pedals. Blame those heels for being such softies—for not being able to take the kicks and scuffs that *Scuffless* "PYRAHEEL" can stand. And if you want to keep your shoes looking sleek and new, ask to see the styles with *Scuffless* "PYRAHEEL" plastic heel covering. You can get them in leading shops nearly everywhere. This foot-flatterer is by the M. N. Arnold Shoe Company. Ask for "PYRAHEEL" by E. I. du Pont de Nemours & Company, Inc., Plastics Dept., Arlington, New Jersey.

Visit the Du Pont Building, New York World's Fair...and the
Du Pont Exhibit at the San Francisco Golden Gate Exposition





World's Fair Preview

The New York World's Fair opens April 30th. And in the May 1st issue—out April 25th—Vogue presents a colourful and dramatic preview.

Threading its expert way among the myriad sights of the Fair, Vogue tells you what you ought to see—in jewels . . . in art . . . in amusements . . . even in souvenirs!

Vogue shows you a smart, complete and practical Fair wardrobe—day clothes designed for sight-seeing in comfort—evening clothes for parties in town—sports clothes for week-ends in the country.

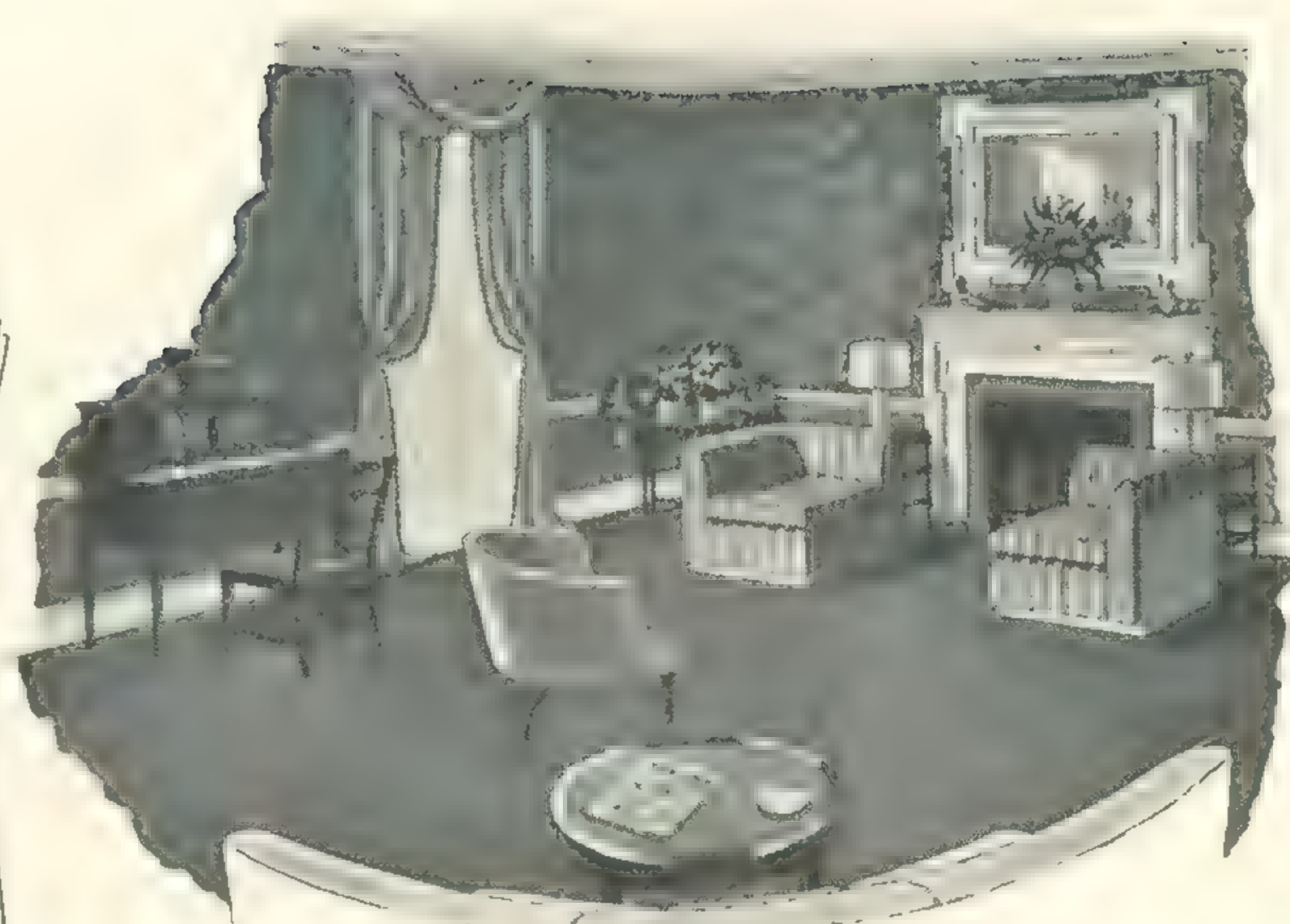
You are also told how best to get to the Fair . . . where to stop . . . where to shop. And, in addition, there is a stimulating appraisal of the plays, the restaurants and the clubs that will be "tops of the town" in Manhattan this Summer.

World's Fair Issue of V O G U E

35¢ ON YOUR NEWSSTAND APRIL 25th



EARLY AMERICAN



GEORGIAN



MODERN



FRENCH PROVINCIAL

New ideas by the hundreds in 100 IDEAL ROOMS

House & Garden
offers you
1 YEAR —
12 Double Numbers
—for \$3

If the perennial Spring-time urge "to do things for your house" is stirring within you, don't miss House & Garden's April Double Number!

It brings you—in a complete, separately-bound Section—a collection of some 100 Ideal Interiors filled with new ideas with which to give your home a fresh decorative fillip. You have four basic styles to choose from—Georgian, Early American, Modern and French

Provincial. You can lift smart details by the score—or an entire room—from these pages. And, to help you find the actual furnishings, we list leading stores the country over that have them on display.

• • •

House & Garden's April Double Number is now on sale at your newsstand. Price 35¢. And don't forget that it also includes plans for House & Garden's four "Ideal Houses" for 1939—as well as the usual wide variety of other features about the home and garden.

HOUSE & GARDEN

Greenwich, Conn.

I enclose \$3 for which send House & Garden for one year, beginning with the April Double Number.

TO _____

STREET _____

CITY _____ STATE _____

V-4-15-39



SIGN AND MAIL THIS COUPON TODAY!

Happiness can come in Pairs



It starts with "Your Footprint in Leather"* in beautiful MATRIX* ORIGINALS . . . exquisitely fine, feminine in every line . . . the cream of the new fashions, but oh-h-h, so-o-o comfortable! You can actually feel the happiness in your toes the moment you slip your foot into a pair of these shoes, as every curve and hollow finds its counterpart in "Your Footprint in Leather".

With this dream of all comfort features under foot, you can walk to work, shop the town, stand for hours . . . and find at the close of every MATRIX day, a happy ending!

E. P. Reed & Co., Rochester, N. Y.,
Matrix Style Studio, 47 West 34th St., N. Y.

- A. WILLOUGHBY . . . *White Suede*
- B. OLYMPIA . . . *White Suede with tropitan trim*
- C. MYRNA . . . *White Kid*



"Your Footprint in Leather"

M

atrix originals

ALL AT ONE PRICE \$10 —DENVER WEST AND SOUTHWEST, \$10.75

Giana Crepe in Bloom

Hold your heart, America! For here comes Georgiana's new collection in Giana rayon crepe. Smooth as your skin and tulip cool. Washable . . . so wonderfully washable! Wouldn't you like a whole bouquet . . . dark ones, light ones, trim ones, soft ones? Why not? They're only 6.50.

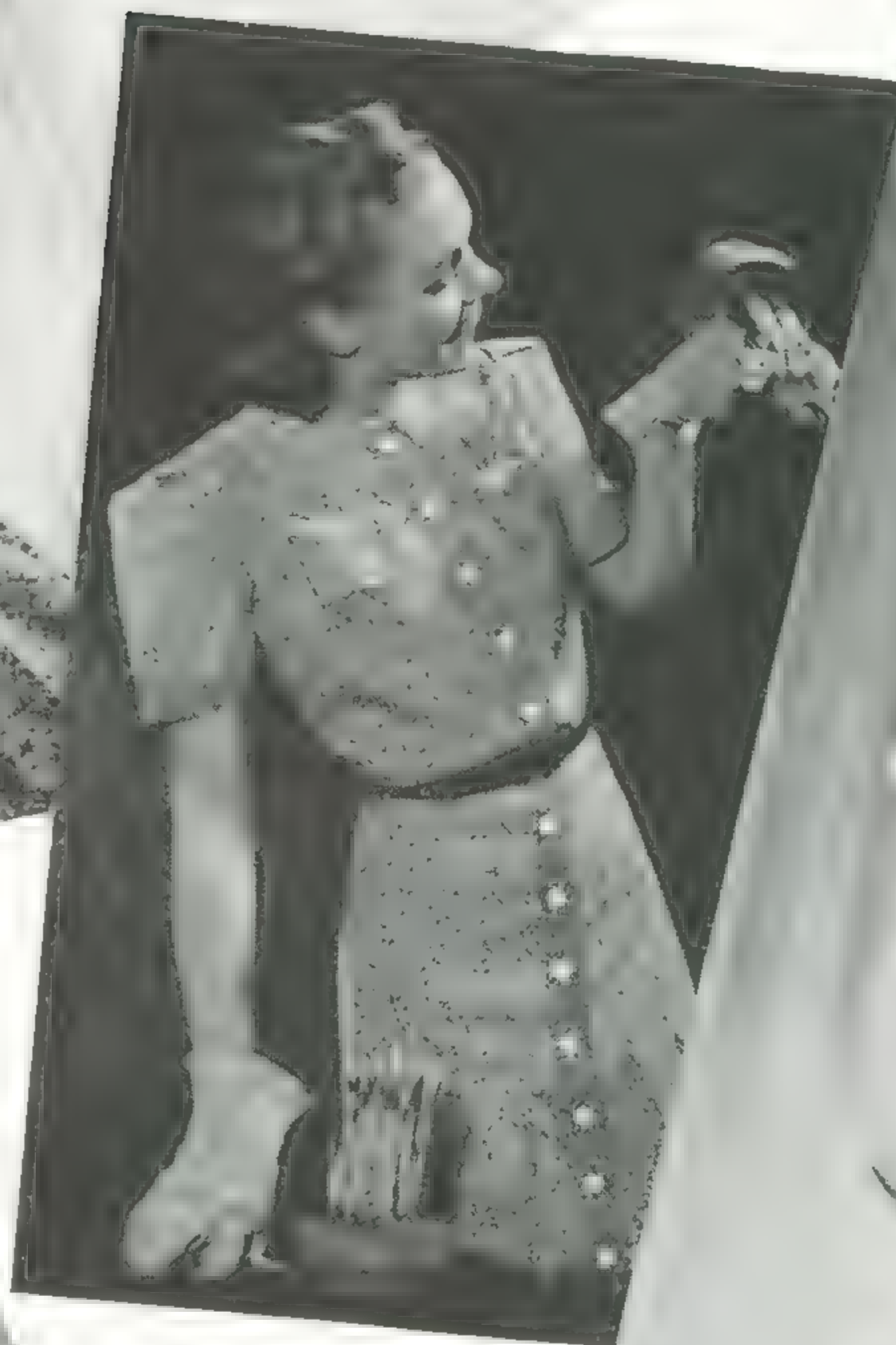
Model 4094—Star flowers holding hands on porcelain blue, wine, navy, or saddle grounds. Skirt pleated around. Looks so expensive! Sizes 12 to 40.



GEORGIANA
FROCKS
REG. U. S. PAT. OFF.



Model 4097—Field flowers in brilliant water colors. All around pleats. Navy, wine, black grounds. Sizes 10 to 20.



Model 4095—A perfect sweetheart. Opens to hem. Emerald green, wine, navy, or black scrolls on white dobbie crepe. Sizes 16 to 44.



Model 4096—So very French and cosmopolitan. Radio waves in white on black, luggage, teal, or navy. Low bias pleats are new. Sizes 10 to 40.



Model 4098—Figure flatterers. Flattering slash pockets. Zip front. Lily and pad print on pottery blue, pottery pink or green. Sizes 14 to 42.

CARSON PIRIE SCOTT Chicago
ABRAHAM & STRAUS Brooklyn
FILENE'S Boston
KAUFMAN'S Pittsburgh
BULLOCK'S Los Angeles
AUERBACH Salt Lake City
DAYTON CO. Minneapolis
KERR'S Oklahoma City
KLINE'S Kansas City
THE EMPORIUM San Francisco
LEVY BROS. Houston
M. O'NEIL Akron
RICH'S Atlanta
STRAWBRIDGE & CLOTHIER Phila.
YOUNKER BROS. Des Moines

Sold in over 2500 other cities or write
Tabin Picker Company, Chicago, Illinois.



Promise....

*and fulfillment await the woman
just discovering the
telling power of figure beauty.
For her, the modern way of youthful
figure discipline...Foundettes.*



*There are glamour and good form
for figures in this new Foundette
pantie-girdle by MUNSINGWEAR.
The new feature "Lastex"* batiste
panel stretches up and down...
extends into a horizontal-stretch
yoke over the hips. Zipper in back;
net fabric sides of "Lastex"* and
"Cordura" Rayon, Style 4215. At all
better stores. *Woven or knit of
"Lastex" yarn.*

Foundettes

BY MUNSINGWEAR

Minneapolis

New York

Chicago

classics
gone
adventurous



THE WESTBURY



THE HENLEY



THE RUSTIC



THE NORTHMOOR



THE SABOT

Skuffies by Foot Saver

Exciting, unexpected perforations, bracelet buckles, sudden color at your instep! Foot Saver dramatizes the classics, makes your walking shoes gay shoes—lighter, softer, smarter. All made over Foot Saver's wonderful Shortback* Last that fits your foot like a stocking. No gap, no slip, no pinch! Write for our Spring Fashion Folio and name of the store nearest you. The Julian & Kokenge Company, makers of Foot Saver Shoes and Foot Saver Skuffies, 61 W. Main Street, Columbus, Ohio.

Junior Foot Saver Shoes are manufactured by Curtis-Stephens-Embry Company, Reading, Pennsylvania.

*Reg. U. S. Pat Off.

Copyright 1939, The Julian & Kokenge Company

CAPACITY ENORMOUS!

LIGHT AS A BREEZE!

THE SECRETS IN THE *Talon* slide fasteners
REG. U.S. PAT. OFF.

APPEALING—because of its tender Spring beige, its “soft” details. And *practical*—for a pair of Talon fasteners provide two huge, safe compartments. . . . But, before you buy any slide-fastened bag, it’s wise to “take a second look” for the name “TALON,” the name that protects you against unreliable slide fasteners. . . . For Talon, Inc., makes the *only* special slide fastener for handbags. It’s strong—with a lock to prevent it from opening accidentally. Yet it’s so light and flexible it makes even the biggest bag easy to manage!

TALON HANDBAG FASTENER IS MADE BY TALON, INC., MEADVILLE, PENNSYLVANIA



Thrilled passengers watch the docking—dramatic end to a happy voyage. On the right, Commodore Robert B. Irving, O.B.E., R.D., R.N.R.—whose 'ship sense' has been developed through 43 years' experience at sea.

The Queen Mary docking without tugs in mid-town New York—a feat which made seamen praise her 'ship sense'. Actual news photos show the World's Fastest Liner sliding easily to her berth...77,482 tons deftly manoeuvred against wind and tide—the largest displacement tonnage on the seas.

QUEEN MARY, World's Fastest Liner • AQUITANIA • GEORGIC
BRITANNIC • CARINTHIA • FRANCONIA • SAMARIA • LACONIA • SCYTHIA • LANCASTRIA
ALAUNIA • ASCANIA • AURANIA • ANDANIA • AUSONIA • ANTONIA • ATHENIA • LETITIA

This June . . . the new MAURETANIA . . . 34,000 gross tons

Now building for 1940, the 85,000-ton QUEEN ELIZABETH, designed to be the World's Largest and Fastest Liner

THE BRITISH TRADITION DISTINGUISHES

Ship Sense...

To mariners, 'ship sense' is an almost human quality that belongs to the ship herself. They'll tell you tales of heroic deeds which seem beyond the power of lifeless steel...like the time the old Mauretania beat her own speed record which she had held for 22 years. They'll tell you they expect another stout-hearted ship in the new and larger Mauretania that will make her maiden voyage from England on June 17th, from New York June 30th.

And there's much in what they say. The 99-year record of Cunard White Star is proof that something more goes into their ships than you'll find in any architect's plans. But the very de-

votion of seamen to their ships inclines them toward over-modesty for themselves. They are like the rider, born to the saddle, who has praise only for his horse.

Of course the credit is two-fold, inseparable. A good ship and the men who man her form a single entity. The ships and men of Cunard White Star embody the same sea-wisdom, the same ancient tradition strengthened through a near-century. Even in lesser things, you will find it so. The intuition of a steward for your wants, the serenity that adds an ultimate touch to modern luxury...these are part of pride in a ship, in a career of service, in the prestige of a Line.



Ship Sense... FOR YOUR TRIP TO EUROPE

Your travel agent will show you that it does make sense to choose from the largest fleet—offering you the greatest variety of routes and rates. Call on him, or the Line—25 Broadway, 638 Fifth Avenue, N. Y.

New York — Cherbourg — Southampton Express: Aquitania Apr. 29, May 17, 31; Queen Mary May 10, 24.

New York direct to Cobh, Southampton, Havre, London: Britannic May 6 (omits Cobh), May 27; Georgic May 13, June 10; Franconia June 2. The new Mauretania will enter this service after her maiden voyage June 30.

New York and Boston to Ireland, England: Scythia and Laconia (Galway, Belfast, Liverpool) Apr. 28, May 12, May 26, June 9; Carinthia (Galway, Cobh, Liverpool) May 5; Samaria (Galway, Dublin, Liverpool) May 19.

Weekly from Montreal, Quebec: by popular "A" ships to Plymouth, Havre, London; to Glasgow, Belfast, Liverpool.

Rates from New York to British ports as low as \$159 Cabin Class, \$122.50 Tourist Class, \$93.50 Third Class—summer season slightly higher. Still less from Montreal.

Ship Sense... FOR YOUR SUMMER CRUISE

Again Cunard White Star presents a brilliant program...with features especially designed for short vacationists, and for the many who will combine a cruise from New York with their trip to the World's Fair.

Weekly 6-day Cruises to Nassau, \$55 up—Lancastria every Saturday from May 6. 13-day inclusive Cruise-Tours with 7 days in Nassau \$85.

To cool Nova Scotia, 4 days, \$45 up—great motorliners Georgic, Britannic June 30, July 17, 31, Aug. 14, Sept. 1.

Carinthia Cruises—Nassau & Havana June 3, 8 days, \$75 up. West Indies June 17, 13 days, \$115 up. Canada & Nova Scotia July 25, 9½ days, \$105 up. Canada & Bermuda Aug. 5 & 19, 13 days, \$140 up.

New Mauretania Cruise—Aug. 19 to Bermuda & Nova Scotia, 6 days \$75 up.

Book now through your local agent to assure best accommodations...your deposit will be applied to a later sailing or returned in full should you change your plans.

CUNARD WHITE STAR

ARIZONA

Phoenix

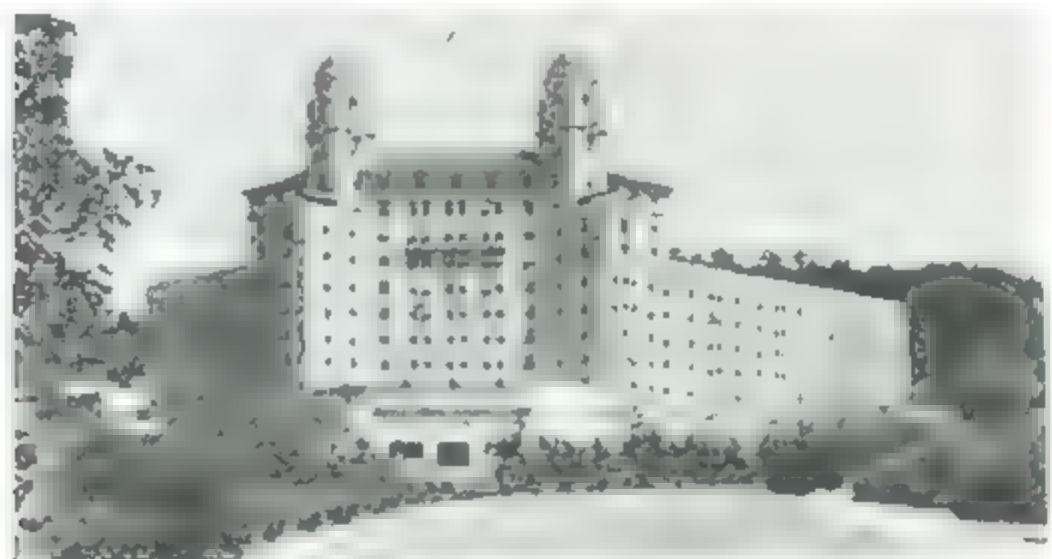
Hotel Westward Ho. Premier Hotel of the Southwest, in world-famous Valley of the Sun. Midtown with desert resort atmosphere. Am. & E. Plans. Bklt.

Tucson

Santa Rita Hotel, 250 rms. Tucson's Social Center; Western hospitality & atmosphere. Excellent cuisine; Famous dance bands; Polo; Golf. Nick Hall, Mgr.

ARKANSAS

Hot Springs National Park



ARLINGTON HOTEL AND BATHS

One of the South's finest resort hotels; exceptional Bath House facilities. Curative hot waters owned and recommended by U. S. Gov't for arthritis, high blood pressure, heart ailments, etc. 3 Golf courses, riding horses, forest trails, pine-laden air, genial climate. Excellent cuisine. Social calendar. For folder, tariffs and reservations, address W. E. Chester, President and General Manager.

CALIFORNIA

Riverside

Mission Inn. California's historic hotel. In lovely Riverside. Art treasures. All sports, American or European plan. Rooms \$3.50—up. Folder.

Santa Monica

Miramar Hotel. Mid beautiful gardens, atop the Palisades on the Pacific. Hotel rooms, bungalows and apartments with hotel service. A. or E. plan.

MAINE

Ogunquit

Sparhawk Hall. At salt water's edge. Surf bathing, sandy beach. Golf, tennis, fishing, riding, Orchestra. Sprinkler system. Elevator. Ogunquit Playhouse.

MARYLAND

Baltimore

The Belvedere. A really fine and modern hotel. Rooms, cuisine and service in keeping with the highest standards of living. Rates begin at \$3.50.

Sherwood Forest

Sherwood Forest Hotel & Cottages. Near Washington and Baltimore. Restricted clientele. Salt water bathing, two golf courses, activities. W. E. Murray, Mgr.

MASSACHUSETTS

Boston



THE COPLEY-PLAZA

Situated in historic Copley Square which provides a hotel setting as distinguished as any in the world. Nearest hotel to Back Bay and Huntington Avenue Railroad Stations. Easily accessible to fine shops and theatres. This hotel is convenient to the residential and business sections. Rooms with bath \$1 single—\$6 double. Illustrated folder on request. Arthur L. Race, Mng. Dir.

MISSISSIPPI

Pass Christian

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

MISSOURI

Kansas City

Riviera Apt. Hotel. 229 Ward Parkway. "For fine living". With beauty and charm. Permanent guests only. Furn. and unfurn. 3 to 7 room apts., 2 & 3 baths.

NEW JERSEY

Atlantic City

Marlborough-Blenheim. Central boardwalk, overlooking ocean. American and European plans. 37 years' ownership management. Josiah White & Sons Co.

A DIRECTORY OF FINE HOTELS & RESORTS

VOGUE'S TRAVELOG

SKEET AT SEA ISLAND The third annual invitation Skeet Tournament at Sea Island, Georgia, will be held this year on April 20th, 21st and 22nd. A large group of the well-known amateur skeet shooters of the country are planning to attend this contest which includes events for men and women, and for individual and team competition. The customary round of social affairs attendant on the tournament are being planned and include buffet luncheons served at the Gun Club every day of the tournament. One of the high spots of the social calendar will be a combination floor and water show given in conjunction with a dinner dance, to be held on the spacious deck surrounding the Beach Casino Swimming Pool. The climax of the three day competition will be a dinner dance on Saturday evening, April 22nd.

NEW JERSEY

Atlantic City



CHALFONTE-HADDON HALL

At these beachfront hotels there is a wide choice of attractions bidding to show you a good time. Music. Dances. Squash, badminton courts. Long Ocean Decks. Seaside lounges. Health baths. Bicycle garage. Riding on the beach. Superb meals on both American and European Plans. Central boardwalk location. Restricted clientele.

Atlantic City



HOTEL DENNIS

Supplement your World's Fair visit with a spring or summer vacation at Hotel Dennis, directly on Atlantic City's famous Boardwalk—only three hours from New York. Vast oceanfront sun decks, exclusive beach, sea water baths, delicious cuisine, attractive rates. Walter J. Buzby, Inc.

NEW MEXICO

Santa Fe



THE SANTA FE INN

In the cool foothills overlooking America's oldest capital, this new hotel is as different and charming as Santa Fe itself. Play, explore, relax in the nation's finest summer climate. Motor trips. Riding. Tennis. Reasonable American plan rates. Booklet on request. Management Jack Wentworth, Santa Fe, New Mexico.

NEW YORK

New York City

Allerton House for Women. 57th St. & Lex. Ave. Refined atmosphere in a congenial Club Residence. Single from \$2.50 daily. Weekly rates on application.

The Barbizon. Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly \$12.50 up. Daily \$3. Bklt. "V".

Barbizon-Plaza. New skyscraper Hotel overlooking Central Park at 6th Ave. Rooms from \$3, single; \$5, double. Continental breakfast included. Bklt. "VM".

Beekman Tower. 49th St., overlooking East River, all outside rooms. Nearest smart hotel to World's Fair. Short walk to Radio City, Times Sq. \$3. daily.

The Beverly. Lexington Ave. at East 50th Street. A fine hotel. 20 minutes to World's Fair. Single rooms from \$5. Double from \$7. Suites from \$10.

The Buckingham. 101 W. 57th St. Recently modernized. Luxurious parlor, bedroom, pantry, bath from \$7 a day. Walk to Central Pk., Radio City, Times Sq.

New York City



THE CARLYLE

World's Fair Year calls for extra care in selecting a New York hotel. Consider The Carlyle, New York's most distinguished residential hotel, where you have a selection of luxuriously appointed rooms and suites. Smartest upper East Side location . . . near all attractions, away from distractions. Rates upon request. The Carlyle, Madison Avenue at 76th Street, New York.

New York City

The Grosvenor. On Fifth Ave. at 10th. Ideal for World's Fair visitors, 300 rooms. Quiet Upper Washington Square location. Reservations on request.

Hotel Seymour. 50 W. 45th St. Near Fifth Ave., theatres, shops, art galleries, Radio City. Quiet, refined surroundings. Single, \$3.50 up; double, \$5.00 up.

NORTH CAROLINA

Asheville

Battery Park Hotel. Spring vacations in "The Land of the Sky." Scenic drives. Wondrous floral gardens. Excellent golf. Knott Mgt. Request folder "II".

The Manor and Cottages. in beautiful Albemarle Park. 2 famed golf courses, 5 minutes. Write for booklet. Albert H. Malone, Proprietor.

Blowing Rock

Mayview Manor. 4,300 ft. high in cool Blue Ridge Mts. World-famed scenery. Golf and all sports. Fireproof. Modern. May 15-Sept. 15. Folder "C".

PENNSYLVANIA

Philadelphia

Bellevue-Stratford. "One of the Few World Famous Hotels in America." Rates begin at \$3.85. Claude H. Bennett, General Manager.

Pocono Mountains—Buck Hill Falls

The Inn. For rest, relaxation, reinvigoration. Three hours from N. Y. Winter Rates. Selected Clientele. N. Y. Office, 630 Fifth Avenue, Circle 5-5620.

PENNSYLVANIA

Skytop

Skytop Club. Socially restricted. 105 miles from N. Y. Am. Plan. Non-members write Skytop Club, or N. Y. office, 230 Park Ave. (MU. 6-4000)

VERMONT

Lake Morey—Fairlee

Bonnie Oaks Inn and Bungalows. All sports. 75 rooms with baths and fireplaces. Baby Oaks, with supervised play. May to Dec. Folders. E. H. Page.

VIRGINIA

Richmond

The Jefferson. Richmond's distinctive hotel, recently refurbished. 50 miles from Colonial Williamsburg. Historic Richmond folder gratis. Wm. C. Royer, Mgr.

Virginia Beach

Cavalier Hotel and Country Club. Open all year. 2 golf courses, tennis, riding, fishing, swimming pool. Roland Eaton, Managing Director. Write for folder V.

WEST VIRGINIA

White Sulphur Springs



THE GREENBRIER

This month, the Easter holiday provides "the week-end of the year" at White Sulphur Springs! In the Springtime, especially, the resort of all time offers more than ordinary seasonal attractions—golf, riding, and tennis have a fresh appeal. Come to the Greenbrier now and enjoy the season at its best! Moderate prices—illustrated folder upon request to L. R. Johnston, General Manager.

BERMUDA

Hamilton

The Princess Hotel and Cottages. A select hotel for a selected clientele. L. A. Tworoger Co. See Travel Agt., or N. Y. Office, 500-5 Ave. PE 6-0667.

ENGLAND

Bath

The Pulteney Hotel. Esteemed for its unique character and service. Moderate terms. Same family management last 60 years. Phone 3281-2-3.

DUDE RANCHES

For you who like the sagebrush and the open spaces.

MONTANA

Livingston



MISSION CANYON FROM RANCH HOUSE

Sixty-Three Ranch, an operating stock ranch, is located at the mouth of beautiful Mission Creek Canyon, 50 miles from Yellowstone Park. It gets its name from the brand, which originated in 1863. Comfortable cabins, beautiful scenery, riding over mountain trails and rolling plains. Pack trips, rodeos, roping, branding, fishing, and swimming. Folder on request. P. E. Christensen.

TEXAS

San Antonio

Gallagher Ranch. Vast, historic cattle ranch open year 'round. Ride, rest, recreate. Excellent food. Completely modern. Central heating. Telephone.

CANADA

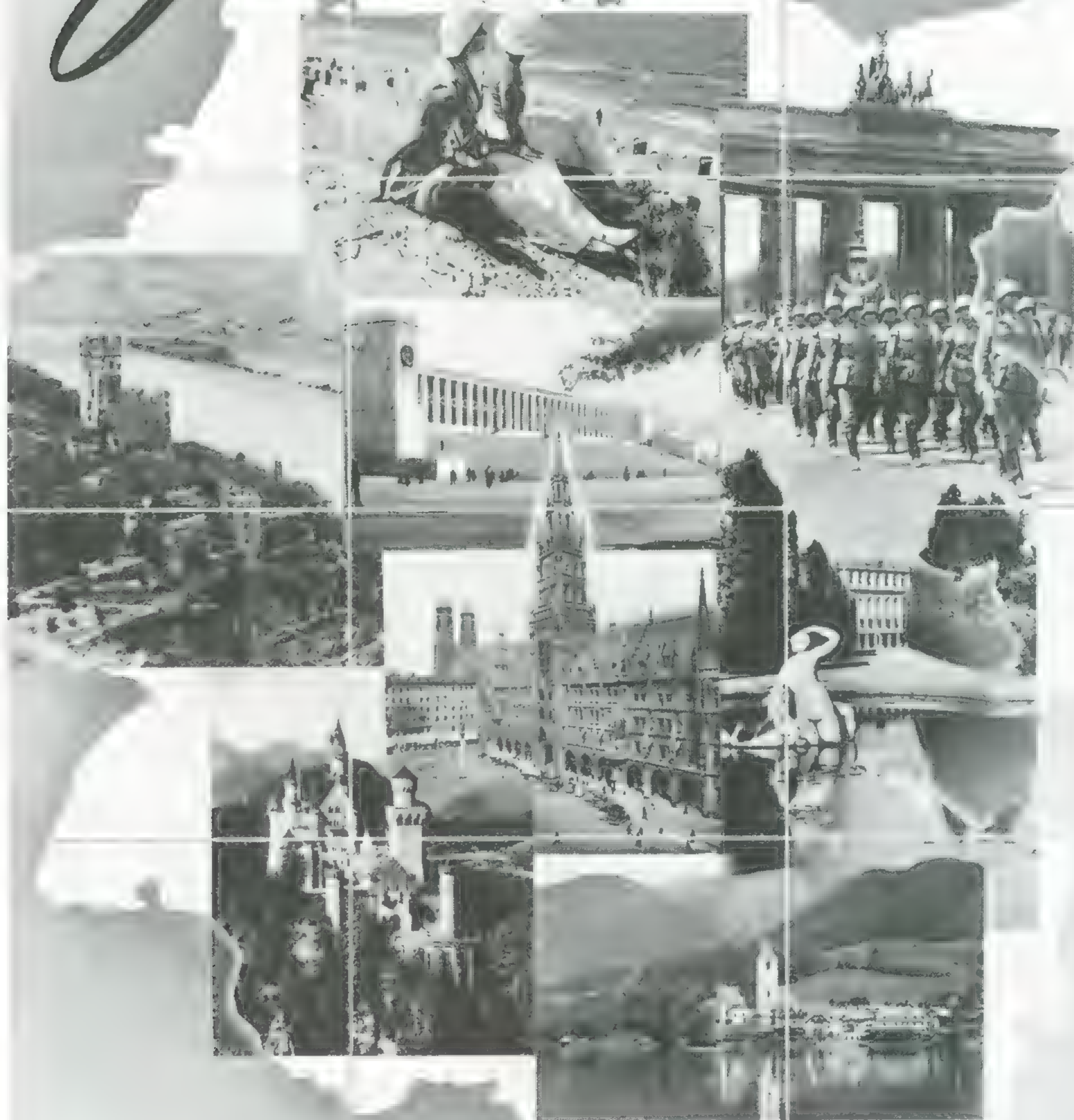
Skookumchuck—British Columbia

S Half Diamond.—operating ranch bet. Glacier & Banff. Fine horses, beautiful lake, Banke & mt. trails, pack trips. Modern. Great Northern to Eureka. Bklt.

You will find it of advantage to identify yourself as a reader of Vogue, in writing these advertisers

**BYPATHS OF BEAUTY
BECKON YOU TO . . .**

Germany



Romance and beauty have a rendezvous with you this summer in Germany! They will greet you from the ancient historic castles that crown the vineyards and beautiful scenery along the Rhine. Merrily you will meet them in friendly old Munich, and heartily you will hail them 'mid Heidelberg's charming history. They live in the legends that lurk in the cool depths of the Black Forest—or peek for an instant from a dream castle or a picture-book peasant town. Their company is yours as you harken to the throbbing song of the waves playing on the North and Baltic Sea beaches . . . as your motor hums its music on the broad Autobahnen—speeding your trip through the green countryside. Berlin, a fascinating, dynamic metropolis . . . Vienna, the gay carefree waltz city of the world immortalized by Strauss . . . Dresden with her art, Nuremberg with her toy-houses . . . the lakes, mountains and inns of the German Alps where you can ski and toboggan right into summer! The flowers and gardens of world-famous spas: —Karlsbad, Nauheim, Wiesbaden, Kissingen. All these add their bright beckoning . . . They entice and welcome you to gay Germany. Heed their call! Germany is the place to go for an idyllic vacation.

60%

REDUCTIONS IN RAILROAD FARES

"TRAVEL MARKS" SAVE ABOUT

40%

These reductions to foreign visitors afford remarkable savings, while courtesy and friendliness add to the joy of fine, inexpensive living.

Consult your Travel Agent, and write for Booklets

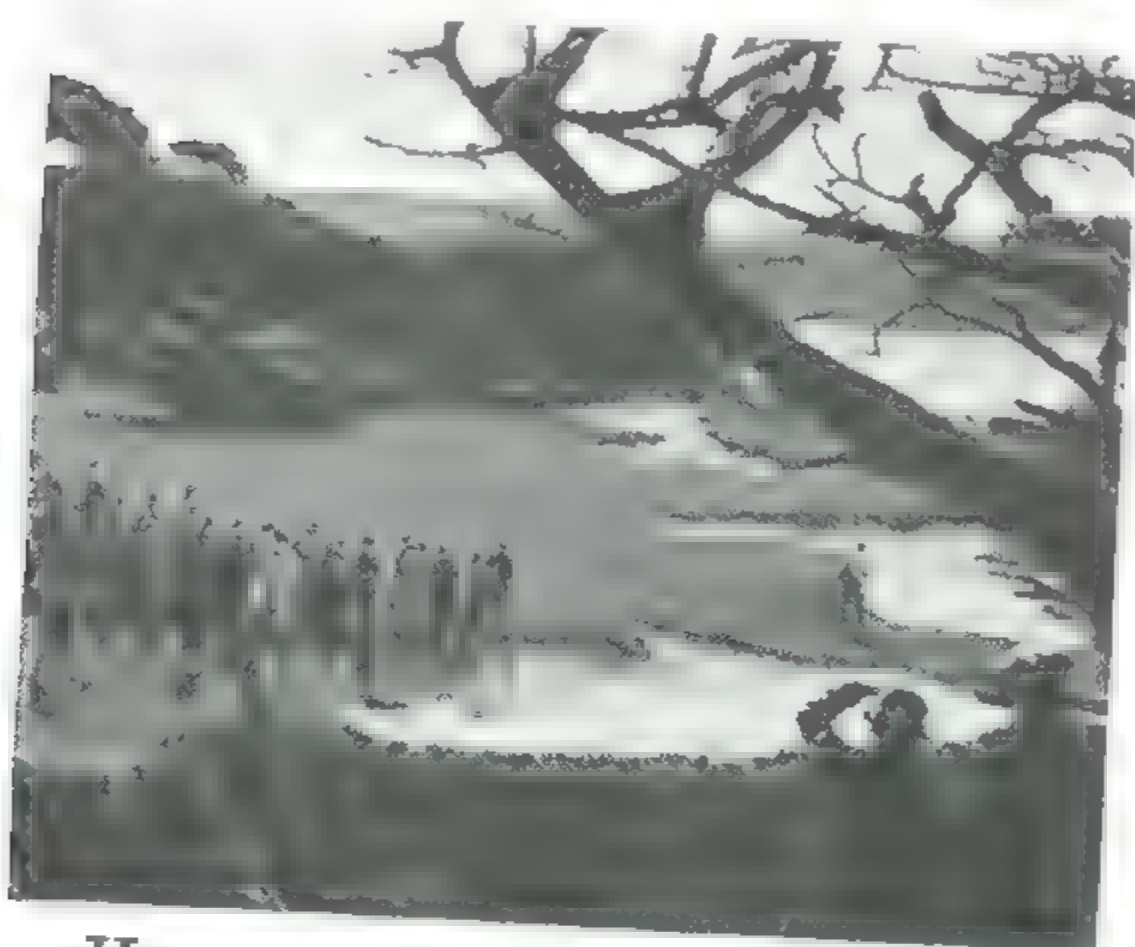
GERMAN RAILROADS INFORMATION OFFICE

11 WEST 57TH STREET, NEW YORK, N. Y.



You have a
date at
DEL MONTE

Del Monte is America's greatest resort—three hours south from San Francisco's Treasure Island!



Here are four championship golf courses, miles of forest bridle paths, sunny pools, ocean beaches.



And in the center of these 20,000 acres—where Spring is all year 'round—the world's gayest hotel!



For new, free book and colored picture map of Del Monte's Monterey Peninsula, write Carl S. Stanley, Manager, Del Monte, California

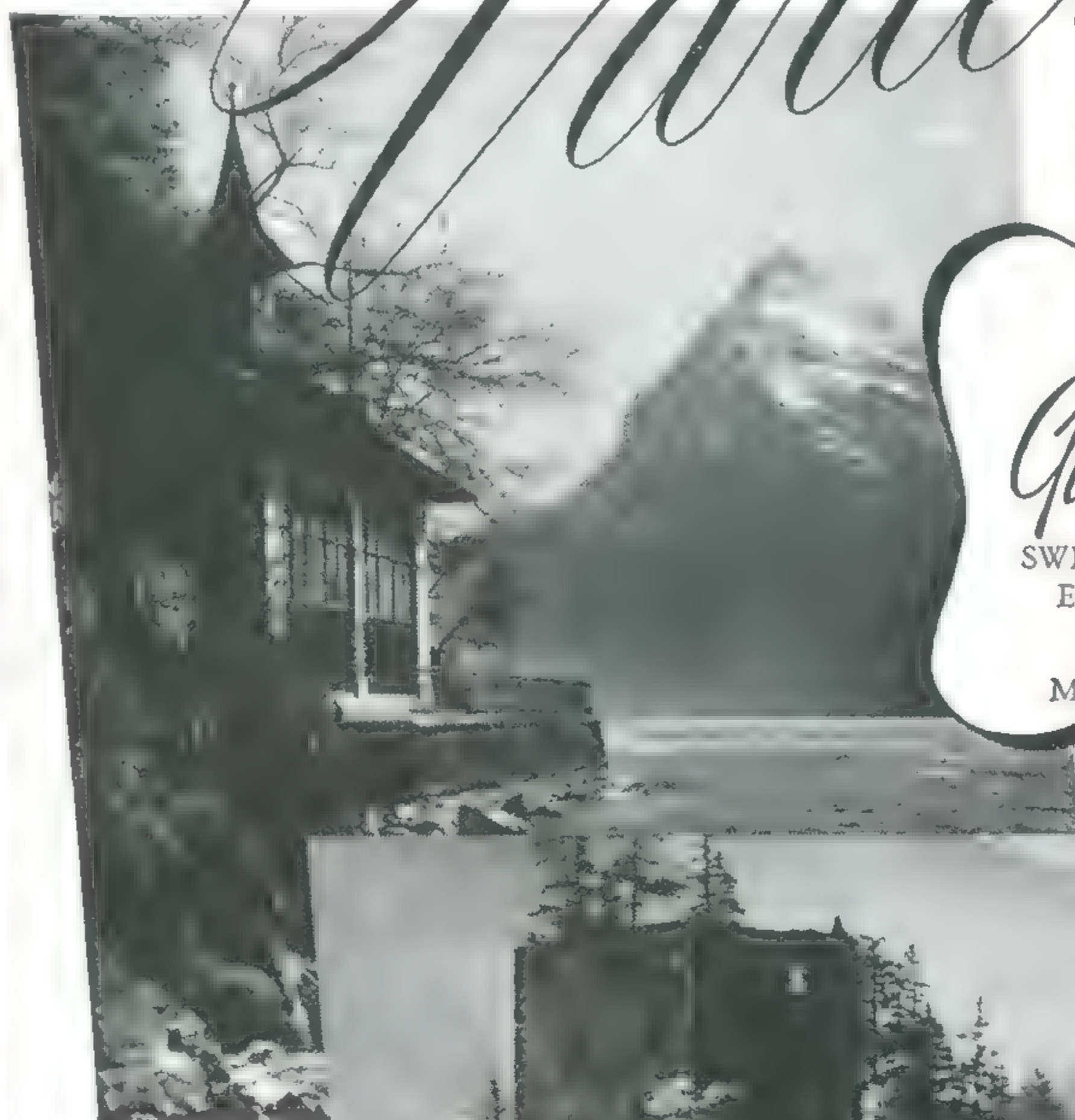


**HOTEL
DEL MONTE**
and Del Monte Lodge
at Pebble Beach

SWITZERLAND

LAND OF

Variety



1939
Gala Event
SWISS NATIONAL
EXPOSITION
ZURICH
May to October



You can change your surroundings as quickly as your mood. The majestic grandeur of towering crags is but a few hours delightful ride from the calm and intimate beauty of the lake country. Whatever your vacation desire... you will find it in Switzerland!

**NO VISAS—
NO MONEY
FORMALITIES**

Ask your travel
agent or write for
booklet V-1

SWISS FEDERAL RAILROADS
475 Fifth Avenue, New York

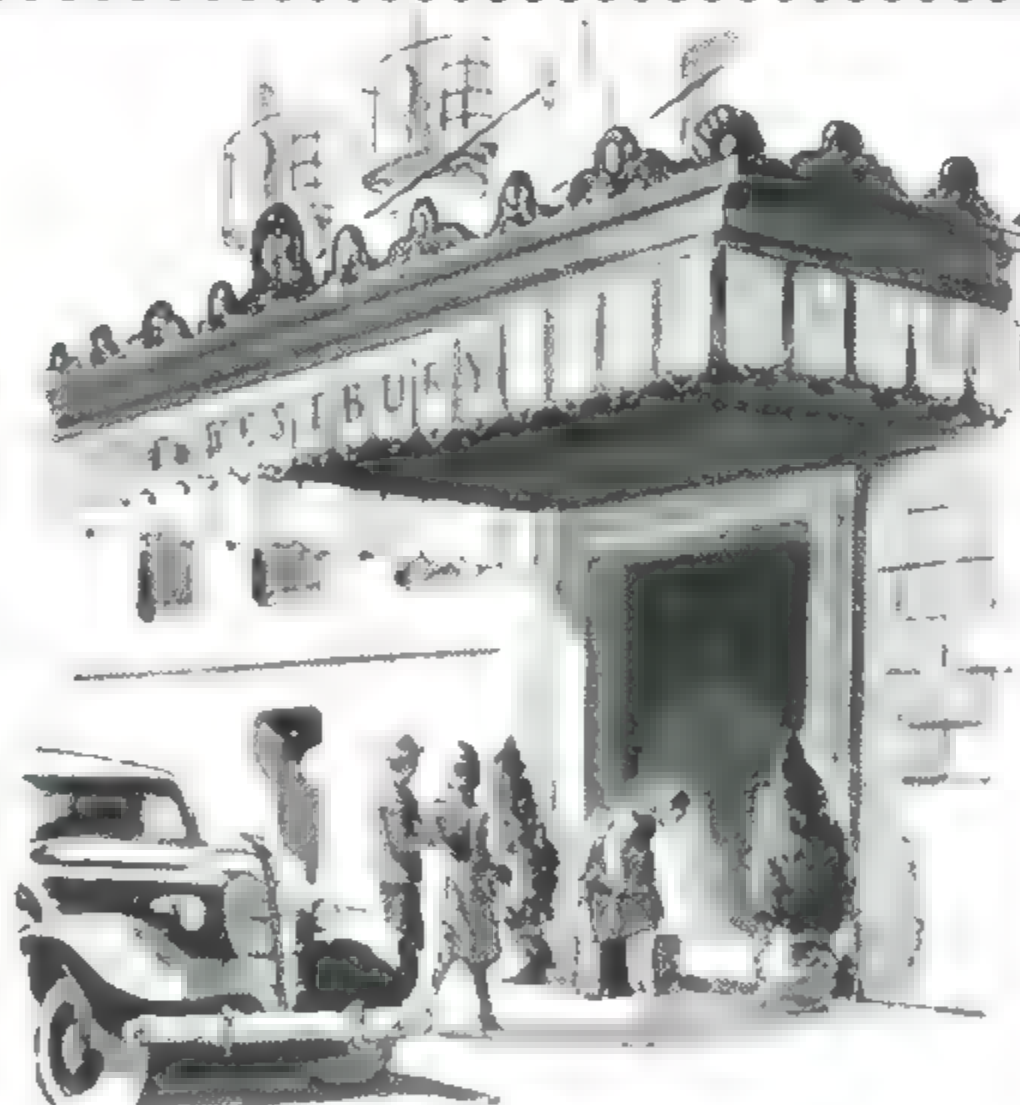
PEACEFUL
Sweden
LAND OF SUNLIT NIGHTS



Visit Sweden's romantic medieval castles and lovely Chateau country... colorful Dalecarlia where quaint traditions and bright national costumes bring bygone centuries to life... age-old Visby, city of ruins and roses... gay and modern Stockholm, most beautiful of Europe's capitals. These and other sights await you in peaceful Sweden... a land of tranquil beauty, enhanced by the mystic twilight of the midnight sun. ★ Sweden is the gateway to the Scandinavian wonderlands and the Baltic region. Convenient connections from England and the Continent. Eight days direct from New York in modern luxury liners ★ This will be a Scandinavian Travel Year, so book early.

Ask your travel agent or us for
"LANDS OF SUNLIT NIGHTS"
free booklet suggesting delightful Scandinavian tours. Please mention Dept. V.

**SWEDISH TRAVEL
INFORMATION BUREAU**
630 FIFTH AVENUE NEW YORK



Combining convenience with charm and dignity—The Westbury attracts distinguished guests from everywhere.

Ideally located in the quiet East side residential section—adjacent to Central Park... shopping and theatrical centers.

Single, Double Rooms and Suites
Furnished or Unfurnished
Serving Pantries
Monthly and Yearly leases

TWO RESTAURANTS • POLO BAR

THE
Westbury
MADISON AVE. at 69th ST., NEW YORK
Direction KARL P. ABBOTT
Ross W. Thompson, Mgr.



*See Gay
Life-loving*

BRITAIN & IRELAND

On Your Own Terms in Time and Cost

Great Britain and Ireland, vibrant with life and colour, packed with thrilling dramatic contrasts that invite you to golf in the shadow of a Plantagenet castle; to swim at the beach where Caesar landed; to visit quaint, ancient towns and friendly, romantic countrysides, within easy, comfortable distances, reached for as little as 2¢ a mile.

Do you like horse racing? See the Epsom Derby, the Ascot Gold Cup, the St. Leger at Doncaster, Dublin's Horse Show. Golf? Gleneagles, St. Andrews, Sandwich. Tennis? Wimbledon. Polo? Ranelagh, Roehampton.

See these islands in this economical, modern way. Enjoy their magnificent hotels, gay restaurants, brilliant night life, world-famous shops, theatres, palaces, historic nooks and corners.

Visit Great Britain and Ireland for your 1939 vacation, or on your way to the Continent. Write today for free booklets to C. M. Turner, General Traffic Manager, Dept. 7, 9 Rockefeller Plaza (16 West 49th St.), New York; L. T. Jones, Middle-West representative, 333 North Michigan Ave., Chicago, Ill.; J. D. Cameron, Pacific Coast representative, 412 West 6th St., Los Angeles, Calif., or

YOUR OWN TOURIST AGENT

See the British and Irish Railways Exhibits at the New York World's Fair. Actually step aboard a British train, fully equipped with every modern convenience and see what you get for 2¢ a mile.

Associated
BRITISH & IRISH RAILWAYS
Incorporated



*the "American"
way is the Safe way*

AMERICAN EXPRESS TRAVELERS CHEQUES

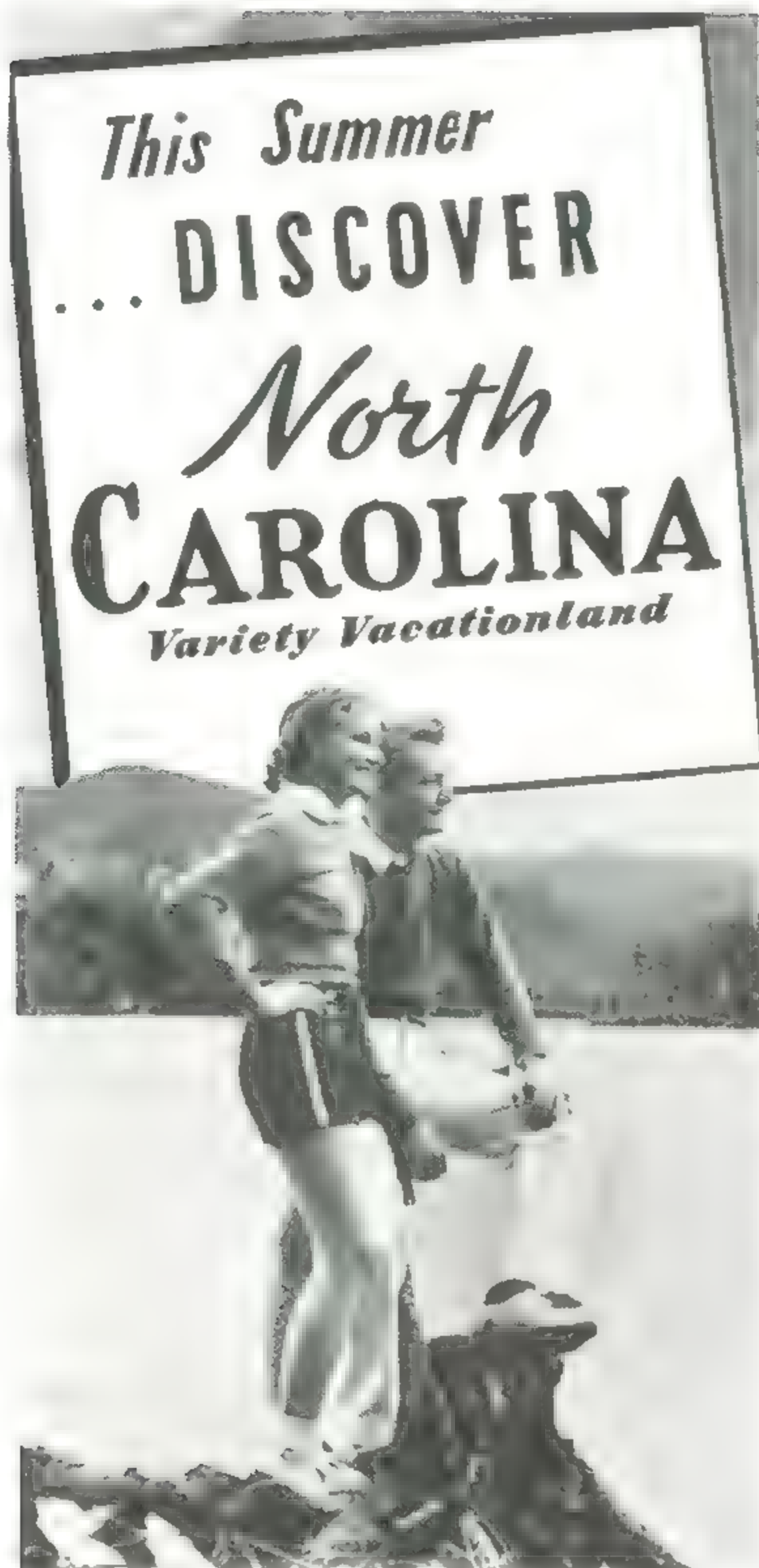
Hundreds of thousands of American travelers insure the safety of their travel funds by carrying American Express Travelers Cheques, the international travel funds. Spendable anywhere, these familiar blue cheques are the accepted safeguard of worry-free voyaging.

When you purchase them, you sign each cheque with your name. To spend them, you merely sign them again. They are your own "personal cheques." No one can spend them but you. Yet, if lost or stolen, uncountersigned, their value is refunded in full.

They also introduce you to the courtesies of American Express Travel Services abroad—at offices the world over, for local information, mail, cables—at principal frontiers, piers and depots, where English-speaking couriers assist you.

In denominations of \$10, \$20, \$50 and \$100. They cost only 75¢ for each \$100. . . . For sale at Banks everywhere.

AMERICAN EXPRESS TRAVELERS CHEQUES



Where every SCENE
is a new delight



DISCOVER the Great Smoky Mountains—the highest in Eastern America, where the pine-scented, invigorating air is like sparkling wine. Visited each year by nearly a million people. Discover sapphire lakes and rippling mountain streams which furnish some of the Country's best freshwater fishing. Discover the seashore and a picturesque coastal country steeped in earliest colonial history. Discover North Carolina's matchless system of paved highways. Discover North Carolina's famous golf courses—every variety of good golf from sea level to courses laid out mid towering mountains. Discover the vacation of your dreams in North Carolina where every scene is a new delight. Discover North Carolina's splendid accommodations at sensible rates. Mail the coupon today, or better still, make your plans to come now. Department of Conservation and Development.

Governor's Hospitality Committee
2016 State Office Bldg., Raleigh, N. C.
Gentlemen: Please send me official booklet,

"NORTH CAROLINA, VARIETY VACATIONLAND"

Name _____

Address _____



to a ranch...

in the Montana-Wyoming ROCKIES

The world belongs to you and your horse on a ranch! Gallop across open country... climb up mountain trails toward the jagged skyline... lope along through pine and sagebrush. You're not merely a spectator... you actually *take part* in the breath-taking scenery when you take a ranch vacation out West! Fishing, camping trips, roundups, campfires, cowboys, sunshine, space and pure mountain air are all part of a new kind of life that makes you over, body and mind!

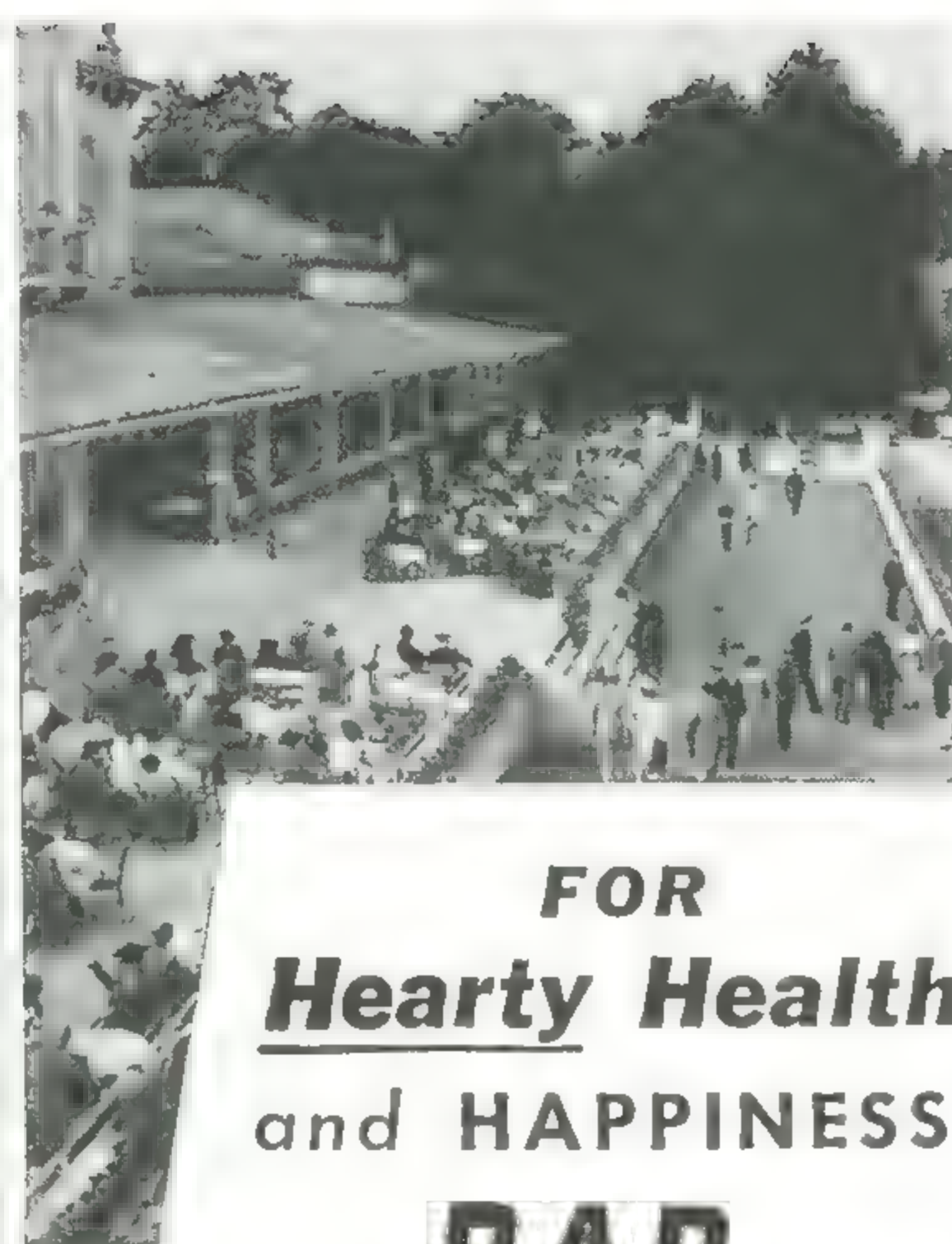
You'll talk about your Dude Ranch vacation... until you go back again! Let Northern Pacific help you find the ranch you'll like best. We can give you exact, dependable information about ranches in the Northwest and we'll be glad to send you our Ranch Album free.

Address H. M. Fletcher, Dept. E, Northern Pacific Ry., 560 Fifth Ave., New York City,
or E. E. Nelson, Passenger Traffic Manager, 264 Northern Pacific Ry., St. Paul, Minn.



ROUTE OF THE AIR-CONDITIONED

NORTH COAST LIMITED



FOR
Hearty Health
and HAPPINESS

BAD
NAUHEIM
G E R M A N Y

Find new health at the world's premier heart resort. Bathe in naturally warm mineral springs. Drink curative radio-active waters. Consult renowned specialists using the most modern equipment. Be gay at Kurhaus concerts and dances. Play golf, tennis. Delight in the beauty of the Taunus Mountains and their invigorating climate. Send for literature from your travel agent or GERMAN RAILROADS INFORMATION OFFICE, 11 West 57th Street, New York, N. Y.

● "One rests from the year at Nauheim as one rests from the day at night."

It's true what they
say about

FINLAND

Inspiring... enchanting... thrilling... hospitable... inexpensive... Finland has been called all these by delighted travelers. They're all true.

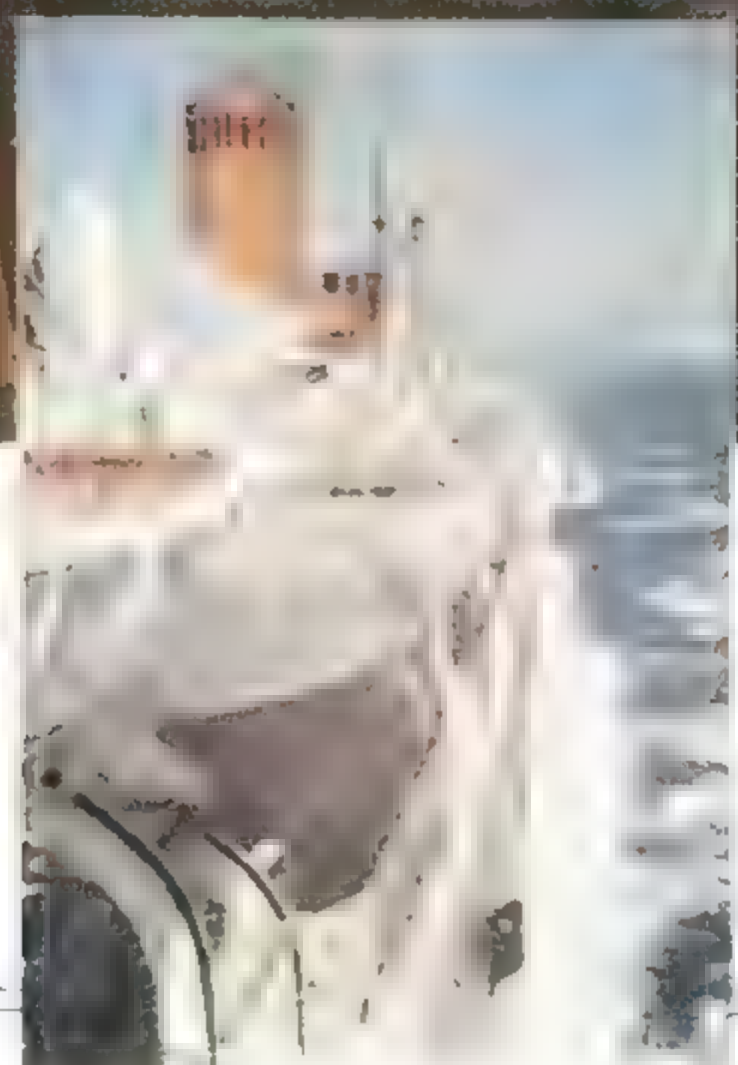
The exchange is so favorable that you can spend more time, have more fun, buy more things in this grand country of the North. Come and enjoy striking, modern Helsinki, contrasting with ancient Turku and Viipuri. Explore the fascinating lake region and other inland beauty spots. Good trains, modern hotels and friendly people make travel a pleasure in Finland. Come this summer.

In 1940—The Olympics in Helsinki!

See your Travel Agent for full details, or write for Booklet O.



FINNISH
TRAVEL INFORMATION BUREAU
630 FIFTH AVE., NEW YORK



" . . . AND SUPERB SERVICE IS ONE REASON I ALWAYS GO HAPAG-LLOYD! "

Ask the Hapag-Lloyd trans-Atlantic Commuters

FROM Hapag-Lloyd Commuters you will learn about the deep and satisfying enjoyment of an Atlantic crossing to Europe. They form a majority of Hapag-Lloyd passengers and they will tell you that these lines have thoroughly mastered the art of pleasing. This year, go Hapag-Lloyd — then you, too, will want to repeat your trip many, many times.

These nine great ships provide Luxury, Speed, Comfort, in frequent sailings with arrivals of clocklike precision in England, Ireland, France, Germany.

BREMEN • EUROPA • Giant Lloyd Expresses to Cherbourg, Southampton and Bremen, with the swift **COLUMBUS** adding calls at Ireland. **NEW YORK • HAMBURG • DEUTSCHLAND • HANSA •** Popular Hapag "Famous Four" to Cherbourg, Southampton and Hamburg, frequently adding Ireland. **ST. LOUIS • BERLIN •** Our lowest rate liners. Germany via Galway-Southampton.

YOUR TRAVEL AGENT, or

HAMBURG-AMERICAN LINE • NORTH GERMAN LLOYD

57 Broadway 669 Fifth Avenue
New York, N. Y.



Offices and Agencies in Principal
Cities of United States and Canada



The 1939 edition of "Your Trip To Europe" is now available. Send coupon for this 230-page book of helpful information about European and trans-Atlantic travel.

Hamburg-American Line
North German Lloyd
57 Broadway, New York, N. Y.

I enclose 25 cents (stamps accepted) for the revised 1939 edition of the 230-page travel book, "Your Trip To Europe".

Name _____

Address _____

City _____ State _____

XJ-4



Follow the Vogue of Royalty

Banff AND Lake Louise

IN THE CANADIAN ROCKIES

SEE THE HAUNTING
BEAUTY OF CANADA
..LOVELIEST OF ALL AT



Warm Sulphur Swimming Pool at Banff Springs Hotel—Amid Majestic Peaks

★ A true Alpine kingdom—this realm of grandeur. Mile-high snow peaks. Hotels with the spacious air of castles. Swim pools of warm sulphur and fresh water. Trail rides and hikes on top of the world with cowboys and Swiss guides. And by night fun reigns in brilliant ballrooms. Come up this summer—see Canada's crowning glory. Travel the Columbia Icefield Highway ...America's newest, most spectacular drive...from Lake Louise.

Special rates for guests staying at Banff Springs Hotel or Chateau Lake Louise a week or longer.

Air-conditioned transcontinental trains. Low round-trip fares to Banff, North Pacific Coast, California, Alaska.

Ask Your Travel Agent or Nearest Canadian Pacific Office
NEW YORK • BOSTON • PHILADELPHIA • CHICAGO • SAN FRANCISCO • MONTREAL
and other large cities in U. S. and Canada

Canadian Pacific

WORLD'S GREATEST TRAVEL SYSTEM



**BRING YOUR CAMERA
\$1,000 IN CASH PRIZES**

Capture this brilliant paradise in color photos. Gleaming glaciers, purple peaks, mountain flowers, Alpine sunlight. Ask for contest details. 47 Cash Prizes.



**NORTH CAPE
SCANDINAVIA
EUROPE CRUISE**

NORWEGIAN AMERICA LINE
NEW MOTORSHIP

OSLOFJORD

LEAVE NEW YORK, JULY 6th

Rates ... **\$485** UP

Under Auspices of **FRANK TRAVEL SERVICE**
Membership Limited to about 425

ITINERARY

ICELAND	HAMMERFEST	NORTH CAPE
MIDNIGHT SUN	SVARTISEN GLACIER	
LYNGSEIDET	NORWEGIAN FJORDS	
TRONDHEIM	AANDALSNAES	MOLDE
MEROK	OYE	BERGEN
STOCKHOLM	COPENHAGEN	OSLO
HOLLAND		EDINBURGH
		FRANCE

Sail on Norway's newest and largest motor ship, modern from stem to stern... manned by the traditionally dependable Vikings. Under Frank Travel management who have satisfied thousands of passengers on Scandinavian Cruises. You will enjoy famed Norwegian cuisine and service... everything pre-arranged for your comfort and enjoyment. No frequent packing... no crowding. Send for attractive literature.

See Your Local Travel Agent, or
NORWEGIAN AMERICA LINE
24 State St., N.Y. BOWling Green 9-5570
FRANK TRAVEL SERVICE
677 Fifth Ave., N.Y. (Est. 1875) PLaza 3-8800

how much **\$1** can do...
HELP US TELL THE PUBLIC THAT
CANCER
CAN BE CURED
but treatments must be
started in time...

Large gifts are needed by the New York City Cancer Committee. But if you can spare only \$1, bring it today or mail it to the Red Door, 130 East 66th Street, N. Y. You will receive:

1. A year's subscription to the Committee's new publication of information about cancer research and treatment, "The Quarterly Review."
2. A supply of labels for your packages.

The remainder of your \$1 will be spent for the information service, distribution of free pamphlets, lectures, exhibits, publicity, etc.

N. Y. C. CANCER COMMITTEE
of the American Society for the Control of Cancer, 130 East 66th Street, N. Y.
I enclose \$1 for the purposes specified in your announcement.

Name _____
Address _____

If not a resident of New York City, write for information to the American Society for the Control of Cancer, 1250 Sixth Avenue, New York

NOT
JUST SPRING
... BUT *Springs* ETERNAL

Though The Gideon is young, guests say its spell is timeless. Perhaps it's the ageless geysers exploding to our right and left. Or the foods our cooks — *not* chefs — prepare in old American ways. Maybe it's our "second nature" service. Or the soft swoosh of the pines hushing you to sleep. Probably it's because the miracle of the Baths is only minutes away — Saratoga's own bubbling Baths. Waters blue with miraculous minerals which, sick or well, give you a lift more exciting and — *lasting* than your springiest clothes. Write for rates and stop, going or coming from the Fair-s!

THE GIDEON PUTNAM

SARATOGA SPRINGS, NEW YORK

Privately Operated — E. C. Sweeny, Lessee

AT SARATOGA SPA... IN BEAUTIFUL GEYSER PARK

Gleneagles Hotel

PERTHSHIRE **SCOTLAND**

Descriptive Literature (No. 209) and full particulars from C. M. Turner, Associated British and Irish Railways Inc., 9 Rockefeller Plaza (16 West 49th Street), New York, or Arthur Towle, Controller, LMS Hotels, London, England.

RESTAURANT AND SLEEPING CAR EXPRESSES FROM LONDON

How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. Please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

PRICES OF VOGUE PATTERNS

253	\$2.00	7972	\$.40	8374	\$.50
254	2.00	798840	837575
256	2.00	817840	837960
S-4139	1.00	823940	838075
S-4140	1.00	835660	838150
S-4141	1.00	837240	838250
S-4142	1.00	837350	838330



*Gateway to the
Columbia Icefield*

JASPER

PARK LODGE
IN THE CANADIAN ROCKIES



Newest of vacation experiences! The unforgettable 75-mile motor drive through Jasper National Park *right* to the spectacular Columbia Icefield. That's only *one* of the thrills awaiting you here in the heart of the Canadian Rockies. Golf—ride—hike—fish—swim—or just loaf luxuriously. You'll enjoy the social life at Jasper Park Lodge. Rates, with meals, as low as \$7.00 a day.

Low fares. Come by the air-conditioned *Continental Limited*. Call or write any Canadian National office for illustrated booklets of Jasper, Canada, and Alaska tours.



GOING TO THE FAIRS? Double your enjoyment! Ask your nearest agent about routings via Canada—and include one of these thrilling Canadian National tours—Canadian Rockies, Alaska, Gaspé, or the Maritimes.

- | | |
|----------------------------------|---------------------------------|
| Boston . . . 186 Tremont St. | New York . . . 673 Fifth Ave. |
| Buffalo . . . 22 N. Division St. | Philadelphia, 1500 Chestnut |
| Chicago, 4 S. Michigan Blvd. | Pittsburgh . . . 355 Fifth Ave. |
| Cincinnati . . 206 Dixie Term. | Portland, Me. . . C.T.R. Sta. |
| Detroit . . . 1239 Wash. Blvd. | San Francisco, 648 Market St. |
| Duluth, 428 W. Superior St. | Seattle . . . 1329 Fourth Ave. |
| Kansas City, 414 Fairfax Bldg. | St. Louis, 314 No. Broadway |
| Los Angeles, 607 S. Grand Ave. | Wash., D.C., 922 15th, N.W. |
| Minneapolis, 634 Marquette | Montreal, Que., 360 McGill St. |

**CANADIAN
NATIONAL**
TO EVERYWHERE IN CANADA

Summer Travel

OLMSTEAD TRAVEL-CAMP

For pre-college girls to visit eastern colleges for women, historic & scenic places, N. Y. World's Fair, Maine coast, Quebec, 1000 Islands, Niagara Falls. Camping, swimming, sports. Educational guidance. Small group. LOUISE H. OLMSTEAD, OBERLIN, O.

Girls' Camps

KINEOWATHA

In the heart of Maine. Long-established, completely equipped lake camp at Wilton, Me. Junior and Senior divisions, experienced counselors. Tutoring department. Riding. All sports. Catalogue. ELISABETH V. BASS, DIRECTOR, 111 E. 15TH ST., N. Y. C.

ALOHA CAMPS

FAIRLEE, VERMONT 35th SEASON
Aloha Camp for girls 12 to 18
Aloha Hive for girls 6 to 12
Aloha for boys 6 to 11
Mrs. E. L. GRICK, 8 Perrin Rd., Brookline, Mass.

ECOLE CHAMPLAIN

FRENCH CAMP FOR GIRLS 8-19
Learn French while enjoying happy camp life. Swim, canoe, sail on Lake Champlain. Daily riding. Camping trips. Art, music, dramatics. French counselors. Mrs. E. S. CHASE, Box V, 414 W. 120TH ST., N.Y.C.

TEELA-WOOKET

The Horseback Camps, Roxbury, Vermont. Free daily riding. Beginners' Horses. Three and Five Gaited Show Horses. Hunters, Jumpers. Water sports, golf, archery, riflery, trips. MR. AND MRS. C. A. ROYS, 38 ORDWAY ROAD, WELLESLEY HILLS, MASS.

WOODLAND

Londonderry, Vt. Christian Girls 5-19. Alt. 1700 ft. All sports. Varied program. Comfortable equipment. Riding. Physician. \$18.50 week. Catalog. Kamp Kaaterskill for Boys, Pownal, Vt., affiliated Mrs. HERBERT D. LORENZ, Box 424, BENNINGTON, VT.

SEA PINES

Cape Cod. 33rd season. Salt water beach. Nearly 100 acres. Four age groups. Swimming, sailing, riding, dancing, dramatics, music. Crafts Shop. French conversation. Guest Building for adults. BUILT FAITH BICKFORD, Box V, BREWSTER, MASS.

CAMP AREY

ON BEAUTIFUL, HISTORIC LAKE KEUKA, N. Y.
Thoroughly equipped, 35-year-old camp with fine traditions and unusual spirit. Complete athletic program for girls 8 to 18 includes all water sports, track, tennis, archery, golf, riding. Also dramatics, crafts and French Circle. Inspiring and well-organized leadership. Renowned for abundant and well-cooked food. Send for catalog, to Mrs. ANDRE C. FONTAINE, DIRECTOR, ROSLYN HEIGHTS, LONG ISLAND, N.Y.

PINE LOG CAMP

In Adirondacks. Girls 7-18. In pine grove on private lake. Log cabins. Fresh vegetables from camp farm. All activities. Riding, golf. Catalog. FRANCES V. KINNEAR, 136 W. 55TH ST., N. Y. C.; DOROTHY V. BALDWIN, CHATHAM HALL, CHATHAM, VA.

CAMP BRYN AFON

For girls 7-18 Rhinelander, Wisc.
Private Lake. Altitude 1750 ft. 300 Acres. Riding; Sailing; Swimming; Canoeing; Tennis; Golf; Fencing; Dancing; Crafts; Dramatics; Screened Cabins. Staff of College Graduates. Physician, Nurse and Dietitian. 22nd Season. Booklet—Lotta V. Broadbridge, Book Cadillac, Detroit, Michigan.

brown ledge

Mallett's Bay, Vermont

"—one of New England's finest camps." FREE DAILY RIDING FOR EVERY CAMPER. Horsemanship thoroughly taught; high grade horses; trail riding, lance drill, competitive shows, jumping, dressage. Sailing, racing tactics. Fencing; tennis; golf; riflery; archery; crafts; dramatics. Swimming, new Red Cross ratings; trips. 75 selected girls. No "extra" charges.

HORSE Mr. and Mrs. H. E. Brown
Arlington Hall College
Box V, Washington, D. C. Aquaplaning

WYNONA

1914 A Camp For Girls 1939
LAKE MOREY FAIRLEE, VERMONT
25th Year. Modern buildings, exceptional equipment, excellent food. All water and land sports. Schulerberg Riding School. Music, dramatics, arts and crafts, nature lore. A complete camp. Large catalog on request. Write, 14 Reservoir Avenue, Jersey City, N. J.

Summer School

CAPE COD INSTITUTE OF MUSIC

EAST BREWSTER, MASS.

Third Season

A summer school for talented students. Sessions of six, eight, and ten weeks. July first to September tenth. Resident facilities. Information may be obtained from: Mrs. George R. Baker, 175 Riverside Drive, New York, N. Y.

SCHOOLS AND CAMPS

For detailed information, address: Miss Marian Courtney,

Vogue's School & Camp Bureau, 420 Lexington Ave., N. Y.

Boys' Camps

PASSUMPSIC

On Lake Fairlee, Ely, Vermont. High adventure for boys 7-18. Fee includes riding, canoe and mt. trips, golf, sailing, riflery, music, hobbies. 3 age groups. Cabins. 125 acres. 26th yr. Catalog. D. R. STARR, 37 DRUMMOND AVE., CHEVY CHASE, WASH., D. C.

BONNIE DUNE

The Nautical Camp for Boys. S. Dennis, Mass., 25th season. On salt water, with all land and water sports. Expert friendly supervision for 35 boys 8-14. Home-like informal atmosphere with individual attention. DWIGHT L. ROGERS, JR., 444 E. 66TH ST., N. Y. C.

CAMP OCEAN WAVE

Avalon, N. J.—On the Coast between Atlantic City and Cape May. 19th Year. Patronized by representative families. 50 boys. Moderate rates. DIRECTORS: W. F. LITZ, PENN A. C. RUSSELL HOGELAND, PENN CHARIER SCHOOL, PHILA., PA.

LAKE GREELEY CAMPS

High in Poconos of Pa. Shohola for boys. 19th yr. Selected boys, 6 to 17 yrs. Able leadership, modern cabins, beautiful horses. Daily riding in fee. Special Jr. rate. Also Skyland for Girls. Catalog: CARLA HUMMEL, 7205 ELMWOOD AVE., PHILA., PA.

ADVENTURE ISLAND

A Boys' World. On Green Bay, near Fish Creek, Wis. 10 boys. Large wooded island. Many attractive features. Cruising unit for older boys. Exceptional staff. Unusual health record. Six hour drive from Chicago. Est. 1925. CHARLES A. KINNEY, WINNETKA, ILL.

Women's College

MARYMOUNT COLLEGE

Tarrytown-on-Hudson, New York
Accredited. Confers B. A., B. S. Degrees. Special two-year course. Music, Art, Pedagogy, Journalism, Household Arts, Dramatics, Secretarial, Pre-Medical, Athletics.
Extensions:—1027 Fifth Avenue, New York City Paris and Rome. Address Secretary
Marymount Preparatory Schools:
Wilson Park Tarrytown, New York
Cor. Fifth Ave. & 84th Street, New York City Address Rev. Mother

Girls' Schools

SCUDDER-COLLVER SCHOOL

An intimate school in practical homemaking. Decoration, landscaping, music, writing, barn theatre. Fall and Spring in spacious historic home near Princeton. Riding and tennis. Winter in N. Y. NATHALIA V. COLLVER, 35 WEST 12TH ST., N.Y.C.

FRENCH SCHOOL FOR GIRLS

Combines what a school abroad offers with the advantages of New York for music and art. Cultural studies. Spoken French emphasized and individual interests encouraged. Mlle. TOUTAIN AND Miss CUMMINGS, 903 PARK AVENUE, NEW YORK CITY.

PACKER

COLLEGIATE INSTITUTE

Long-established girls' day school, standing for sound scholarship and breadth of culture. Accredited. Kindergarten through Junior College. Music, art, sports. 176 JORALEMON ST., BROOKLYN HEIGHTS, N. Y.

CATHEDRAL SCHOOL

OF SAINT MARY GARDEN CITY, L. I. N. Y.
Episcopal school for girls in country near New York. General and college preparatory courses. Graduates in all leading colleges. Art, music, dramatics. All sports; riding, swimming. MARION V. REID, PRIN.

BRIARCLIFF JUNIOR COLLEGE

Briarcliff Manor, N. Y. Two years of accredited college work. Art, music, theatre arts, interior decoration, costume design, social work, journalism, home economics, business science. Near N. Y. C. All outdoor sports, swimming pool. REGISTRAR, Box X

EDGEWOOD PARK

College preparatory, advanced courses in liberal and fine arts, secretarial science, medical asst., home ec., dramatics, journalism. Costume design, interior decoration, merchandising. All sports—riding. Moderate rates. Catalog. Box V, BRIARCLIFF MANOR, N. Y.

SKYWOOD HALL

AT LAWRENCE FARMS

Emphasis on music, art, and other cultural interests throughout college preparatory and general course. Small school in Westchester Hills, 34 miles from N.Y.C. KATHERINE V. DEBEVOISE, HEAD, MT. KISCO, N.Y.

Girls' Schools

THE KNOX SCHOOL

College preparatory; also 2-year advanced, accredited courses. Art, music, drama, business, household arts. All sports—golf, riding, skiing, crew. Catalog. Mrs. E. RUSSELL HOUGHTON, Box V, COOPERSTOWN, N. Y.

OAK GROVE

Emphasizes Preparation for College and Gracious Living. Music, Art, Dramatics, Upper & Lower Schools. Grad. Course Sec. Sc. Riding included. Winter Sports. Beautiful new Inproof Buildings. MR. AND MRS. ROBERT OWEN, Box 121, VASSALBORO, MAINE.

ST. MARGARET'S SCHOOL

Emphasizes preparation for the leading colleges. General course with music, dramatics, art, secretarial work. Hockey, riding. Other sports. Country estate, modern building. Established 1865. ALBERTA C. EDELL, A.M., Box V, WATERBURY, CONN.

ROGERS HALL

New England setting and traditions. Near Boston. College preparatory and general courses. Secretarial training and home economics. Music, art, dramatics. Winter sports. Riding. Swimming pool. Mrs. KATHARINE W. MCGAY, Box V, LOWELL, MASS.

ABBOT ACADEMY

Founded 1829. Rich traditions combined with modern methods. College preparatory and general courses. Excellent facilities for art and music. Beautiful country campus near Boston. All sports. PRINCIPAL: MARGUERITE V. HEARSEY, ANDOVER, MASS.

GARLAND SCHOOL

Training for homemaking and allied vocations. One- and two-year courses for girls of college age. Technical and cultural subjects. Four residence practice houses. Mrs. GLADYS V. JONES, 109 COMMONWEALTH AVENUE, BOSTON, MASSACHUSETTS.

NORTHAMPTON

SCHOOL FOR GIRLS

Thorough preparation for Smith and other colleges. Nine-acre campus. Outdoor life. Riding. Golf. DOROTHY M. BEMENT, SARAH B. WHITAKER, PRINCIPALS, Box E, NORTHAMPTON, MASSACHUSETTS.

STONELEIGH-PROSPECT HILL

College Preparatory and General Academic Courses. Tuition includes Music, Art, Mensendieck, Riding, Skiing, Tennis, Hockey, 150 Acres. Headmistresses: ISABEL B. CRISLER CAROLINE L. SUMNER GREENFIELD, MASS.

DAMON HALL

Ten two-year courses of college grade for young women. Preparatory Department with four-year courses. Beautiful building in own park. Sports. Boston advantages 15 minutes away. Booklet. DEAN JOAN DAMON RICHARDS, NEWTON, MASS.

HOUSE IN THE PINES

Near Boston. College Preparation. Junior College course with study abroad. Secretarial course, art, household arts, music. Riding. Write for Jr. Col or Preparatory School catalog. GERTRUDE CORNISH MILLIKEN, PRIN., 40 PINE ST., NORTON, MASS.

LASELL JUNIOR COLLEGE

Ten miles from Boston. Two-year courses for high school graduates. Academic, Home Ec., Secretarial, Merchandising, Art, Music. College Preparatory. All sports—riding. Catalog. GUY M. WINSLOW, PH.D., 126 WOODLAND RD., AUBURNDALE, MASS.

You can rely on VOGUE'S personal information regarding these schools.

GREENBRIER COLLEGE

Two-year standard college—2-year Prep. for girls. Founded 1812. Near White Sulphur. Fine Arts Dept. Secretarial. Recreational and social activities. Fireproof dormitory. FRENCH W. THOMPSON, D.D., PRES., DEPT. V, LEWISBURG, WEST VIRGINIA.

FAIRFAX HALL

Standard accredited work. Two years college. Four years high school. Secretarial. Fine Arts. In Shenandoah Valley near Skyline Drive. All sports. Private stable. Indoor and outdoor pools. WM. B. GATES, PRES., Box V-4, PARK STATION, WAYNESBORO, VA.

SOUTHERN SEMINARY

Accredited Jr. College and High School. A School of Character. Blue Ridge Mts. of Va. Music, Art, Expression Home Economics. Phys. Ed. Commercial Social training. Sports. 73rd year. ROBERT LEE DURHAM, PRES., Box V, BUENA VISTA, VA.



Country School for Girls Warrenton, Va.
Near Washington. French the language of the house. College preparatory and cultural courses. Teaches girls how to study, brings them nearer nature, inculcates ideas of order and economy. Riding. Sports. Mlle. LEA M. BOULIGNY, Principal
Send for catalogue. Box 18, Warrenton, Va.

A Camp for This Summer?

• If you will outline your requirements we shall be very glad to advise you.

Name of inquirer _____

Address _____

City _____ State _____

Name of camper _____

Age of camper _____

Religious affiliation _____

Size of camp preferred _____

Location preferred _____

Special activities desired _____

Approximate tuition fee _____

4-15 39

VOGUE'S CAMP BUREAU

1928 GRAYBAR BUILDING, NEW YORK CITY

Telephone: MOhawk 4-7500

Girls' Schools

MISS BEARD'S SCHOOL

Prepares girls for College Board examinations. General courses include household and fine and applied arts and music. Country life and outdoor sports. Ample grounds within 14 miles of New York City. LOUISE C. BEARD, HEADMISTRESS, BOX 34, ORANGE, N. J.

HOLMQUIST SCHOOL

College Preparatory, General, Music, Fine Arts Courses. Country residential school with well-rounded student activity and sports program. High standards of scholarship and achievement. Near Philadelphia & New York, at NEW HOPE, BUCKS CO., PA.

HARCUM JUNIOR COLLEGE

2-year college—Diploma. Credits transferable. Fine & Com'l Art, Costume Design, Merchandising, Interior Decoration, Drama, Music, Journalism, Home Econ., Nursery, Sec'y, and Medical Sec'y. All Sports. EDITH HARCUM, BOX V, BRYN MAWR, PA.

OGONTZ SCHOOL

Accredited. College preparatory and general elective courses preparing for Ogontz Junior College. Secretarial, home-making, dramatics, music, art, riding, golf. Rydal Hall, separate junior school. Catalog. ABBY A. SUTHERLAND, OGONTZ SCHOOL P. O., PA.

PENN HALL JR. COLLEGE

Accredited 2-yr. College and 4-yr. High School. Part of May at Ocean City. Music, Art, Drama, Home Ec., Int. Dec., Costume Design, Writing, Secretarial, Connecting baths. Sports. Riding. Social life. Catalog:—Box V, CHAMBERSBURG, PA.

MARJORIE WEBSTER SCHOOLS

Junior College, Secretarial Science, Physical Education, Dramatic Art & Dancing, Fine & Applied Art. Modern dormitories on 10-acre campus. Swimming Pool, Gymnasium. Placement service. Catalog. ROCK CREEK PARK ESTATES, BOX V, WASHINGTON, D. C.

KING-SMITH STUDIO-SCHOOL

For young women. Specialized study in Music, Art, Dramatics (new little theatre), Dancing, Languages and Literature, Creative Writing, Domestic and Secretarial courses. Artistic home atmosphere. Catalog. 1755 NEW HAMPSHIRE AVE., WASHINGTON, D. C.

FAIRMONT COLLEGE

Accredited Junior College and 2 year High School. Advantages of Capital, Liberal Arts, Secretarial, Merchandising, Music, Art, Costume design, Radio Broadcasting, Social life Sports. Riding. Catalog. 1713 MASSACHUSETTS AVE., WASHINGTON, D. C.

CHEVY CHASE

Accredited Junior College and Senior High School. Art, Music, Drama, Secretarial, Home Ec. Washington advantages. Sports. Catalogue. MRS. F. E. LARRINGTON, REGENT; PHILIP MILO BAIL, PH.D., PRES.; CHEVY CHASE SCHOOL, BOX S, WASHINGTON, D. C.

WARD-BELMONT

Accredited Junior College and High School. Conservatory of Music, Art, Literature, Home Economics, Expression, Secretarial, Dancing, Gymnasium, pool, all sports. For literature, address: ALMA FAIRBANK, REGISTRAR, BOX 105, NASHVILLE, TENN.

FERRY HALL

High School and Junior College. Fully accredited for college preparation and college transfer. Music, art, dramatics. Swimming, tennis, riding. On the shore of Lake Michigan, 28 mi. from Chicago. 70th yr. Catalog. ELOISE R. TREMAIN, BOX 4, LAKE FOREST, ILL.

MILWAUKEE-DOWNER

SEMINARY

88th year. Preparation for outstanding colleges. General curriculum. Distinctive faculty. Small classes. Art, music, dramatics, sports. Spacious campus. Catalog. HELEN BERTI MASON, HEAD, MILWAUKEE, WIS.

KEMPER HALL

Episcopal School preparing for all colleges. Accredited. Beautiful lake shore campus. Unusual opportunities in Art and Music. Complete sports program. Also Junior School, 1½ hours from Chicago. Address: REGISTRAR, BOX V, KENOSHA, WISCONSIN

THE BISHOP'S SCHOOL

Episcopal Resident & Day School for girls. Prepares for Eastern and Western colleges. Intermediate grades. Modern equipment. Art, Music, Dramatics, all Outdoor sports. CAROLINE S. CUMMINS, M.A., VASSAR, HEADMISTRESS, LA JOLLA, CALIF.

HACIENDA DEL SOL

TUCSON, ARIZONA

A non-profit educational association offering accredited preparatory school and junior college courses for girls 10 to 20. GEORGE W. FERGUSON, PRESIDENT; DORIS CHOATE OESTING, PRINCIPAL.

Co-Educational Schools

LYCÉE FRANÇAIS—NEW YORK

American and French Boys and Girls 6-18. Day. Charters by Regents. Same curriculum as in Lycées of France, with English. Dir. of Studies, PIERRE BRODIN, AGRÉGÉ DE L'UNIVERSITÉ, DOCTEUR-ES LETTRES, 3 E. 95TH ST., N. Y. C.

WRIGHT ORAL

Resident and Day School, Impaired hearing. Specializing on voice and auricular training, also on lip reading from pre-school to college entrance work. Enrollment limited. M. E. WINSTON, ONE TWENTY-FOUR EAST END AVENUE, NEW YORK CITY.

GRAHAM-ECKES SCHOOL

College preparatory. C.E.E.B. center. On ocean front. Ideal climate all year. All sports. Limited enrollment. Separate units for boys and girls. Art, Music, Drama. Lower School, 14th year. \$1400. L. K. MARQUIS (HARVARD), BOX V, DAYTONA BEACH, FLA.

SCHOOLS AND CAMPS

For detailed information, address: Miss Marian Courtney,
Vogue's School & Camp Bureau, 420 Lexington Ave., N. Y.

Exceptional Children

THE WOODS SCHOOL

For Exceptional Children Three Separate Schools
Camp with Tutoring Girls Little Folks Boys
Box 169, LANGHORNE, PA.
MOLLIE WOODS HARE, PRINCIPAL

WITMER SCHOOL

On large country place near Phila. Open all year.
Small, select group of boys and girls.
LIGHTNER WITMER, PH.D., SC.D.
BOX V, DEVON, PA. PHONE: WAYNE 667

The staff of VOGUE'S SCHOOL BUREAU is made up of college-trained women. Conferences with principals and hundreds of personal visits to the schools keep them in constant touch with the best schools here and abroad.

Foreign Schools

LA CHATELAINIE

SCHOOL FOR GIRLS

St. Blaise, Neuchâtel, Switzerland
French, Italian, German (Diploma), Art, Commercial Training, Sports. Italian tour. PRINCIPALS, PROF. A. JOBIN & MME. JOBIN.

CHALET FLORA

GSTAAD (SUR MONTREUX)

Switzerland
Altitude, 3500 feet
Home atmosphere — School — Sports
Coeducational, children 5 to 13

• SWITZERLAND •
PRIVATE SCHOOLS

Modern education and development of character and body in a wholesome environment. Numerous schools of all types for boys or girls 6 to 20. Unique facilities for study of French, German and Italian. Preparation for American Exams. Write for Guide Book and individual catalogues; state requirements.

Swiss Consulate General, 444 Madison Ave., N. Y.

Fine & Applied Arts

N. Y. SCHOOL OF
FINE & APPLIED ART (PARSONS)

Summer Session July 10-August 15. Interior Decoration; Costume Illustration; Advertising Design; etc. Bulletins. Box V, 2239 BROADWAY, NEW YORK.

COMMERCIAL ILLUSTRATION
SCHOOL

Advertising Art; Fashion Illustration; Painting. Individual instruction by practicing artists. Catalog V. Atop Flatiron Bldg., 5TH AVE. & 23RD ST., NEW YORK

TOBE-COBURN SCHOOL

for Fashion Careers

Intensive one-year course for women from 20 to 30. Training for immediate positions and future advancement in merchandising, advertising, styling, and other branches of the fashion field. Staff of fashion authorities. Placement opportunities. Send for catalogue V. 9 ROCKEFELLER PLAZA, NEW YORK



FASHION ACADEMY

THE SCHOOL OF FAMOUS GRADUATES
COSTUME DESIGN • STYLING • FASHION
ART FOR TRADE, SCREEN AND STAGE

Styling, fashion forecasting, textile design, color psychology, fashion illustration, individual, specialized training under the direction of **EMIL ALVIN HARTMAN** America's Foremost Instructor of Fashion Art. Fashion Academy stands supreme as the school chosen by the world's most successful Designers and Stylists for their training.

30 Rockefeller Plaza, New York • Circle 7-1514-5 • Request Book 5

Boys' Schools

WASSOOKEAG SCHOOL

Accredited preparatory school employing tutorial method. One teacher for every three boys. Flexible program adjusted to the interests and aims of the individual facilitates distinctive college preparation. LLOYD HARVEY HATCH, HEADMASTER, DEXTER, ME

REDDING RIDGE

A new, thoroughly modern educational plan for college preparatory boys, the aim of which is more complete subject mastery. Attractive campus 60 miles from N. Y. C. Sports, hobbies. Write for booklet. KENNETH V. BONNER, REDDING RIDGE, CONN.

RIVERDALE COUNTRY SCHOOL

College preparatory boarding school, combining country life with advantages of N. Y. C. Excellent record. Music, Art, Glee Club. Varied sports. Fire-proof dormitory. Write for catalogue. F. S. HACKETT, HEADMASTER, BOX 3, RIVERDALE-ON-HUDSON, N. Y.

AUGUSTA MILITARY ACADEMY

Preparatory for leading colleges. Gym. pool. All sports. Troop of 36 riding and cavalry horses. 700 acres. 74th year. Reasonable rates. Send for catalog. COL. T. J. ROLLER OR MAJ. C. S. ROLLER, JR., FT. DEFIANCE, VA.

STAUNTON

Distinguished military school for 79 years. Prepares boys (10-20) for all colleges, universities, Annapolis, West Point. Modern fireproof buildings. Separate Junior School. Catalogue. Address: COL. EMORY J. MIDDOUR, SUPT., BOX V-4, STAUNTON, VIRGINIA.

CRANBROOK SCHOOL

Distinctive endowed boys' school. Grades 7-12. Post-graduate courses. Unusual opportunities in music, arts, crafts, sciences. Hobbies encouraged. All sports. Single rooms. Strong faculty. Near Detroit. Registrar. 3394 LONE PINE RD., BLOOMFIELD HILLS, MICH.

KEMPER MILITARY SCHOOL

Junior College and High School. 95th year. Fully accredited. Superior scholastic, military, athletic rating. \$200,000 gym. Indoor pool, rifle range. Golf. 96-acre campus. Catalog and View Book. COL. A. M. HITCH, 149 THIRD ST., BOONVILLE, MO.

THE HUN SCHOOLS

Junior School and College Preparation

Junior School: Separate 40-acre campus. 5th grade thru 2nd year High School. All sports. Optional 5-day boarding plan. Senior School: Sound college preparation thru tutorial plan. Small classes, expert instruction. All sports, including polo, crew, riding, golf, tennis, football. Also Summer Session: Aug. 7th-Sept. 16th. JOHN G. HUN, Ph.D., Headmaster. 103 Stockton Street Princeton, New Jersey

Fine & Applied Arts

DRESS ARTS

ART INSTITUTE OF PITTSBURGH

1- & 2-year courses in Fashion Drawing; Dress Design & Pattern Drafting; Commercial Art; Interior Decoration. Low-Payment-Plan. Catalog. WILLIS SHOOK, DIR. 111 STANWIX ST., PITTSBURGH, PA.

INTERIOR DECORATION

Practical and Vocational Courses

RESIDENT DAY CLASSES START JULY 10th. Send for Catalog 6-R. HOME STUDY STARTS AT ONCE. Send for Catalog 6-C.

N. Y. School of Interior Decoration

515 Madison Avenue • New York City

Photography

N. Y. INST. OF PHOTOGRAPHY

Thorough, practical training. All branches of photography. Prepare for money-making career, or learn for pleasure. Famous experts will be your teachers. 29th year. Write for free booklet. 10 WEST 33 ST. (DEPT. 72), NEW YORK CITY

Secretarial & Business

MOON SCHOOL

38th year—Prepares for Private Secretarial and Executive positions. Selective Student Body. Courses 3 months, 6 months and 1 year. Executive Course for College Women. Catalog. VAN 3-3896. 521 FIFTH AVE. (OR 1 E. 43D) NEW YORK, N. Y.

KATHARINE GIBBS

Secretarial, One and Two Year Courses. Special Course for College Women. Residences in Boston and New York. Catalog. DEAN, BOSTON, 90 MARI- BOROUGH ST.; NEW YORK, 230 PARK AVE.; PROVIDENCE, 155 ANGELL ST.

Dramatic Arts

ALVIENE SCHOOL

of the Theatre. (45th Year.) Stage, Talkies, Radio. Graduates: Lee Tracy, Fred Astaire, Una Merkel. Teaching, Directing, Personal Development. Stock Theatre Training. Appearances, Debuts. Catalog write SEC'Y HAYS, 66 W. 85TH ST., N. Y.

AMERICAN ACADEMY
OF DRAMATIC ARTS

Founded 1884 by Franklin H. Sargent

The foremost institution for
dramatic training

Catalog from Secretary, Room 251

Carnegie Hall, New York

SCHOOL OF THE THEATRE

Two Year Course, Practical training for Stage or Screen. Competent professional instruction in essentials of Acting, Directing, Teaching, Technical. Experience before paying audiences of "most prolific play producing organization in America." Many big names of pictures credit Playhouse with opportunity for success. Write General Manager for catalog.

PASADENA PLAYHOUSE

63 S. EL MOLINO AVE • PASADENA, CALIFORNIA

Fine & Applied Arts

The RAY SCHOOLS
CHICAGO

Dress Design, French Cutting, Pattern Making, Color, Merchandising, Styling, Buying, Style Reporting, Fashion Art, Interior Decoration, Advertising, Photography, Display. Students Prepared for Professional Contacts. 116 S. MICHIGAN BLVD., Chicago. Dept. V.

CHICAGO ACADEMY
of FINE ARTS

Intensive courses programmed in 2-week periods to fit your vacation plans. Commercial Arts, Dress Design, Interior Decorating, Fashion Illustration, Art Teaching Methods, Cartooning, Industrial Design, Drawing and Painting. Suite KK-4, 18 S. Michigan Ave., Chicago.

McDOWELL SCHOOL

COSTUME DESIGN
FASHION ILLUSTRATION
MILLINERY DRESSMAKING

Excellent Practical Courses in These and Allied subjects with Expert Individual Instruction. Best Known School for Practical Fashion Work. Established 1876. Catalogue on Request. Day and Evening School. 73 West 45th St., N. Y. C. BRyant 9-3085

TRAPHAGEN SCHOOL
of FASHION For Results

Internationally Celebrated Graduates Intensive Six Weeks' Summer Course Approved by Regents Register Now Highest honors in contests for over ten years. Pronounced by all competent to judge, the foremost school of its kind. Full course or optional classes for beginners or advanced students, in Fashion Drawing, Illustration, Design, Forecasting, Stage, Screen, Textile Design, Fabric Analysis, Interior Decoration, Window and Counter Display, Fashion Journalism, Men's Fashions, Teacher Training, Life Class. Also Draping, Pattern Making, Grading, Millinery. Credits. Day & Evening. Free Placement Bureau. Sales dept. for students' work. Write for Cir. 1. Tel. Col. 5-2077. Not the Most Expensive But the Best Investigate Before Registering Elsewhere TRAPHAGEN, 1680 B'WAY (52d St.) NEW YORK

VOGUE'S

ADDRESS BOOK

THE DIRECTORY OF SHOPS & SERVICES



Long ago, when the Greek world was wearing the face of Pericles, there gathered a society of men who sought to live life as fully and as beautifully as possible. One of the pleasures which they counted above all others, not only because it was innocent but because it was all sufficient in itself, was eating. In fact, one ancient gourmet kept a favored slave whose only duty was watching the melon patch and reporting to his master, at no matter what time of day or night, what melon should be plucked at what moment.

Vogue's Address Book, in a way, is like the epicurean slave. It will tell you just what ambrosia are to be plucked, and where and when. Look under the heading, Delicacies, and select your favorites from the salmagundi. At this very moment bees are making honey from the eucalyptus; Gwaltney Smithfield hams are being cured; Ming Cha tea is waiting your kettle; sun-dried ripe bananas are being imported from Honduras; Stilton cheese is being flavored in port wine; and terrapin meat is on the way to your buffet. Send for a catalogue and become a Deipnosophist.

Remember, as Dr. Johnson says, that he who does not mind his belly will hardly mind anything else.

ALL SERVICES

JOHN SCOTT presents "Complete care of Homes". House closing; Rugs & Hangings cleaned, stored, repaired; Ven. Blinds; Slip Covers; Furniture dry cleaned, repaired, upholstered; wall washing. 965 Lex. Ave. BU 8-4317

ANTIQUATE JEWELRY

WOMEN of Detroit, Windsor, Buffalo, Toronto, we invite you to view personally our stock of genuine antique Victorian jewelry, lockets, bracelets, etc. The Gold Shoppe, 345 Ouellette Ave., Windsor, & 139 Yonge St., Toronto

ANTIQUES

THE QUESTERS—Let connoisseurs shop for your rare antiques, porcelains or silver. No extra charge. Traditional reproductions. Choice modern pieces to order. Write or phone. 455 East 51 St., New York City. PLaza 5-4516

APPAREL—MOURNING

ARTHUR MULLEN, 6 East 53rd Street, New York City. Correct mourning in Hats, Veils, Gowns, Coats. We have specialized in this type of attire for years. Formerly with Crocker. Telephone Wickersham 2-2698

BAGS

A. L. WORKMAN—An old established firm well skilled in making fine leather, brocade and silk bags. Frames in stock for petit points. Relining and repairing of every description. Pearls restrung. Rm. 803, 424 Madison Ave., N.Y.

WM. NIBUR—established over 20 years. Handbags of striking charm and originality offered in wide gift selection. Also, renovating fine handbags a specialty. Mail orders carefully attended. 510 Madison Ave. (Corner 53rd), N.Y.

BEAUTY CULTURE

EUNICE SKELLY—Rejuvenation Consultant. Don't arrange for any facial rejuvenation treatment until you get my expert, impartial advice. Avoid pitfalls. No obligation. Write, call, 865, The Park Central, 56th & 7th Ave.

REJUVENATE YOUR SKIN in 5 days. Eliminate acne, pimples, blackheads. Safe nonsurgical facelifting. Results or money refunded. Call or write for free advice. Helene Adair, 20 E. 53rd St., N. Y. PL. 3-2489

BON VOYAGE BASKETS

ALICE H. MARKS again leads! New York's first Candy Bar where you select your favorite assortment. Gift packages. Mail and phone orders filled promptly. Alice H. Marks, 6 East 52nd Street, Telephone PLaza 3-7282

SCHRAFFT'S. Finest of Fare-Thee-Wells! Nautical Cruise Tins with candy, salted nuts: \$2.25, \$3.75, \$5. Steamer Baskets bulging with cakes, nuts, candies, delicacies. \$5 to \$25. Schrafft's, 58 W. 23 St., N. Y. GR. 5-6240

CHINA & ARTWARE

"CANADA'S most talked about gift shop." America's largest retail selection at lowest prices of open stock English Bone China. New Dinnerware booklet will gladly be sent on request. Herbert S. Mills, Hamilton, Canada

CORSETS

MISS ELEANOR, INC. Modern art in corsetry. Your figure molded to the lines of fashion—and with complete comfort. Exquisite materials and workmanship. Moderate prices. 4 East 53rd St., New York. PLaza 3-4962

BOSTON CORSET SPECIALIST, Evelyn L. Weigel, Corset Specialist, at 739 Boylston Street, with thirty years of experience, guarantees real comfort with her style, posture or surgical fittings. Boston, Massachusetts

COSMETICS

SALLYE HARMER Individualized Cosmetics, made to order just for you. No extra cost. Free consultation at home or Studios. Florence Bennett, 515 Madison Ave., New York; Anna F. Blanchard, 946 W. Grace, Richmond, Va.; Eileen Hall, 11 Asylum, Hartford, Conn.; Bert J. MacCulloch, 226 Urquhart Bldg., Little Rock, Ark. Write to Sallye Harmer, Landsdowne, Pa., for representative in your city. Several good agencies still available

CUSTOM SHOE REMODELING

B. NELSON, INC.—Lengthen short shoes (not by stretching)—widen; re-fit; handsole your shoes over their original style last. Redye any color. Suede changed to leather. Mail orders expertly handled. 10 E. 39 St., N. Y.

DELICACIES

VENDOME—Specialist in highest-grade fresh Russian Caviar and Stilton Cheese in Port Wine. Large assortment of all fine table delicacies. Write for catalogue V. 415 Madison Avenue, New York City. Wickersham 2-2224

HARVEY'S FAMOUS RESTAURANT—Write for a genuine Gwaltney Smithfield ham; a delicacy delighting Harvey's distinguished guests since 1878. Specify wt. \$1. lb. cooked; 60c lb. uncooked, f.o.b. 1107 Connecticut Ave., Wash., D.C.

KNOW THE NEWEST IN FOODS—Send for Booklet VK, a catalogue of world-famous delicacies—rare teas, spices, honeys and other toothsome morsels to beguile your tongue. Hammacher Schlemmer, 145 E. 57 St., N. Y. C.

CHEF D'ORLEANS—Seafood Delicacies ready to serve. Enjoy savory delights of creole cuisine. Terrapin Meat, Green Turtle Soup, Crawfish Bisque, Gumbo, Shrimp. Folder, N. O. Delicacy Co., 3001 Coliseum, New Orleans, La.

DOMESTIC EMPLOYEES

PERSONAL ATTENTION given to the intimate requirements of employer and exact qualifications of employee. Organization of your household. Write for circular. Miss Brinkley's Placement Agency, One W. 47th St., N. Y. C.

AN EXACTING CLIENTELE has been served by this agency since 1890. Servants carefully investigated and expertly placed. Mrs. Carlin Johnson, Prop.—Mrs. A. E. Johnson, 751½ Madison Ave., Cor. 65th St., N. Y. C. RE. 4-6720-1

SKILL AND EXPERIENCE are the indispensable requisites of a good employment agency. Our record of years of service to discriminating employers proves our qualification. Nielsen & Seabury, 132 E. 61 St. RE. 4-7801

DRESSMAKING

MME. CLERY—High class dressmaking. Evening Gowns and Wraps. Your own material if desired. Remodeling a specialty. Special attention to out-of-town customers. Attractive prices. 775 Lexington Ave., N. Y. RE. 7-2317

IT WAS FUN buying your clothes in the busy shop. Let us fit them to you in the peace of your home or hotel. Rush work returned same day. Careful alteration & restyling by an expert staff. Mme. Jane, 981 Madison Ave. RH. 4-1600

MME. CLAIRE—Dresses made to order for all occasions. Bride and bridesmaids' dresses. Perfect fitting. Remodelling skillfully done. Careful attention to details. Your material if preferred. 68 E. 56 St., N. Y. PL. 3-3673

DRESS SHOPS

LOVELY SPRING CLOTHES of distinction, for town or country. A large and choice collection for every occasion. Exceptional values. \$10.95 to \$49.50. All sizes, free alterations. Marion Weil, 42 E. 80th Street, New York

VOGUE'S ADDRESS BOOK will make your shopping easier. At your leisure you can pick out the shops offering just the articles or services you need. A check together with your order will bring you prompt attention

ELECTROLYSIS

MULTIPLE ELECTROLYSIS—Mary Elizabeth Scollan. Personal Service only. Write for Free booklet. Address 1 West 34th St., near 5th Avenue, Room 709, New York City. Telephone Wisconsin 7-7889 for appointment

SUPERFLUOUS HAIR DESTROYED—permanently, safely, by expert. Finest down or coarsest growth. Personal attention. Privacy. Free advice. Mrs. R. W. Dibble, % Francis & Amalie, 10 W. 58 St., N. Y. PL. 3-2620

BEAUTY WITH SAFETY. Hair permanently removed by electrolysis. Expert personal attention. Physicians' endorsements. Consultation, Booklet Free. Edna Grimes, 607 Fifth Ave. at 49th Street, N. Y. PLaza 3-7411

SUPERFLUOUS HAIR—200 to 600 removed per hour—safely, painlessly, permanently. Regrowth impossible. Careful work by experts. Doctors recommend Adele Mulligan, 21st year at 347 Fifth Avenue, New York. AS. 4-6645

MRS. D. DURANT, Multiple Electrolysis. Superfluous hair permanently and safely removed by improved method. Endorsed by skin specialists. Personal attention. Free consultation. 507 5th Ave., N. Y. MU. 2-3314

ELECTROLYSIS—Cont.

SAMUEL P. GILMORE—Established over 40 years in New York. Superfluous Hair and Facial Blemishes permanently and safely removed. Recommended by leading physicians. Consultation free. 104 E. 40th St., N. Y. CA. 5-2219

MISS SUZANNE removes hair personally, since 1930. Permanent and scarless results guaranteed. Associated with physician. Latest method. Consultation free. Recommended by physicians. 5 E. 53 St., N. Y. EL. 5-0613

DOROTHY M. BOWLES—Hair, moles, removed by expert; 5 years' experience in city's largest hospital skin clinic. 10 years with leading dermatologists. Appointments 9-12, 5-7-30. 124 West 53th St. Circle 6-1169

MARION BARRETT—REG. NURSE—heavy or fine hair instantly removed by new scientific method—electric coagulation. Absolutely safe; leaves the skin soft, normal. Private office. 17 East 42 Street, N. Y. VA. 3-1168

REMOVED FOREVER—all superfluous hair—safely and quickly. Personal attention by long experienced experts. Call for consultation. Maison Laurent, 683 Fifth Ave., New York City. Telephone Wickersham 2-5212

EMBROIDERY

WRITE FOR Information and Price List if you need specialty work in crochet beading, sequins or hand novelties; also evening belts on gold or silver kid. Mail orders given prompt attention. Harry H. Spitz, 56 W. 46th St., N.Y.C.

ENTERTAINMENT

HESTER PEABODY . . . NUMEROLOGIST solves your problems by an original, individual reading and immediate forecast. Send your name at birth, birth date and \$2. Ask questions. 451 Marlboro Street, Boston, Mass.

LOUISE LLEWELLYN. All branches of advanced Numerology. Your immediate events \$2. Individual charts, detailed and forecast \$10. Send name at birth & birth date with check. 147 N. Stanley Drive, Beverly Hills, Calif.

NEW ADDRESSES EVERY FORTNIGHT . . . It's so easy to keep chic and up-to-date by reading Vogue twice each month. Fashion, Beauty, Entertaining, Travel, Decoration. . . 24 issues \$5. Send check to Vogue, Greenwich, Conn.

FURS

BOLEROS, JACKETS, CAPES made to your individual order by Molot, formerly with Bergdorf Goodman Fur Corp.—of soft luxurious sable shade fitch, blended or dyed. \$135. up. Molot, 21 E. 56 St., N. Y. C. Wickersham 2-6261

RICHARD KOPPEN, formerly with Gunther's, re-designs, remodels, repairs and relines your furs at reasonable prices. Also showing latest models in fine furs. Skilled workmanship. 17 West 45th St., New York. BRyant 9-3368

FURS BOUGHT

WE BUY OLD WORN FUR COATS paying highest cash prices. I. M. Fur Company, 1 West 34th Street, New York City. Corner of Fifth Avenue (Licensed and Bonded)—We do not trade. We do not sell. (We just buy for cash!)

FURS REMODELED

A SMART FUR JACKET OR CAPE can be made from your old furs for as little as \$20, including a new silk lining, cleaning and glazing. Jackets and capes will be the rage among style-famous women, for spring and in-between-season wear. Youthful, original styles designed to complement individual personalities. Harry Jay Treu, Inc., 131 W. 35th St., 7th fl. opp. 35th St. side of Macy's, New York, Tel. LA. 4-6788. Out-of-town mail orders solicited

YOUR MINK COAT remodeled, restyled, blended, repaired, cleaned, glazed, reinforced. New silk lining, loops, buttons, all for \$125! 2 yr. guar. Free stge. Fur added at cost. Tel. write, Miller Fur Co., 166 N. Michigan, Chicago

HAIRDRESSERS

J. SCHAEFFER custom Permanent Wave specialist. The modes of the hour flatteringly interpreted by artists—Hair styling, air conditioned, refreshing salon. J. Schaeffer, 590-5th Avenue (at 48th St.), N. Y. C. BRyant 9-6165

CHARLES BOCK, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hair Goods. Charles Bock, 20 East 57th Street, New York City. Telephone Plaza 3-3900 for appointment

EMILE ROCKEFELLER CENTER—Hairdressers, authorities on Permanents and Color Corrections. Perfect service in restful surroundings. Pleasantly Air-Conditioned. 30 Rockefeller Plaza, Tel. Circle 7-1995-6-7

MARIO JEREZ, New York's most prominent permanent wave authority. Difficult cases of white and bleached hair welcomed. Alluring individuality created. Mario Jerez, Inc., 697 Fifth Ave., New York City (PLaza 3-3777)

IVAN'S New Hair-Setting Lotion—Light, non-sticky, dries any finger wave in 10 minutes, \$1.25 the bottle. Beautiful permanent waves, all methods, price from \$10. Booklet. Ivan, 714-5 Ave. (Cor. 56 St.), N. Y. C. CI. 7-7455

HAIRDRESSERS—Cont.

WERNER (now at Radio City) designs creative hairstyles to suit your personality. Facials and make-up with Complexion Suisse Preparations. Quiet air-conditioned salon. Werner, 608 Fifth Ave., cor. 49th, BRyant 9-8141-2-3

CEIL ET PAUL, 119 W. 58th Street (next to Barbizon Plaza Hotel). Hair shaping to suit your facial contour. Permanent waving of distinction, adapted to youthful and mature types. For appointment call Circle 7-758.

FIGARO HAIR STYLISTS would like to give you your next Permanent Wave—soft, lovely, natural; and dress your hair according to your face contour. Hair and eyelash dyeing. Scalp treatments. 1 E. 53rd St., N. Y. VO. 5-1881

C. LEONCE FOR ADVANCED HAIR STYLE (creator & designer of many recent hair styles for elegant women. Specialist in wireless self-setting permanent wave. Free personal consultation. 9 East 53rd St., N. Y. WI. 2-0399

FRED the Hairstylist, creator of Hair Styles in vogue. Hair and scalp rejuvenation. 18 E. 49th St., EL. 5-2220. Announcing: Opening of Washington D. C. Branch at Phillipsborn 11th St. bet. "F" & "G". Tel. Nat'l 4171

ROBERT MAKES YOU BEAUTIFUL. You can have a new coiffure individually designed & waved, \$1.50. Robert Flexible Permanent is incomparable; long-lasting, self-setting. \$10 to \$15. Robert, 675-5th Ave., N. Y. PL 3-9023

SATTLE'S fifty years of experience mean easy and perfect control over problem hair. Permanent waving, hair coloring. Hair goods carefully made to order. Sattler's, 18 E. 57th Street, New York City. Wickersham 2-3115

Hairdressers—Beverly Hills

PAUL AND MARCELLE—most prominent permanent wave specialists. Creators of the latest styles for la femme élégante. Treatment for rejuvenation of hair and scalp. The Beverly-Wilshire, 9506 Wilshire Blvd. Oxford 1078

Hairdressers—San Francisco

CARRICK & PETERSON, since 1918. Hair styling in comfortable spacious salon. Permanent waving, hair coloring, treatments for scalp & facials done by specialists. Marcell's famous expert. 450 Sutter St., San Francisco

HAIR COLORING

HAIR COLORING DONE SCIENTIFICALLY on grey and fading hair, with beautiful natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., New York City. Telephone PLaza 3-0591

HAIR GOODS

MANUEL TRANSFORMATIONS—Puffs, curls, side and back pieces, bobs, gentlemen's wigs & toupees. Costs no more to buy from a specialist. 10 Rue Royale, Paris, and Manuel Building, 988 Second Ave., New York

FRANÇOIS ART TRANSFORMATIONS and newest Bob wigs of natural wavy hair with natural parting. Light and comfortable. Moderate prices. Mail orders. Booklet sent. François Hair Specialist, 11 E. 45th St., N. Y. C.

KNIT WEAR REMODELING

CHARLES WALNUT will clean or dye and reblock any hand-knitted garment making it practically new at very moderate cost. Call or write Charles Walnut—Shops in Philadelphia, New York, Boston, Chicago & Santa Barbara

LAUNDRY

THE BEAUTY OF LINEN AND LINGERIE is preserved and enhanced by our skilled staff. We do all branches of laundry work. Delivery: Westchester, Greenwich & L.I. Alma Brolin Laundry, 174 E. 82 St., RE 4-0761

MENDING—REPAIRING

INVISIBLE REWEAVING—Moth Holes, Tears, Burns in Garments. Shine Permanently removed. Reliable service. Lowest Prices. Birnkant Weavers, Inc., 146 Fifth Avenue (19th & 20th Sts.), N. Y. City. Tel. CHelsea 3-2621

DAMAGES IN ANY FABRIC rewoven like new. Specializing in woolsens, linens, silks, & laces. Hosiery repaired, overcoats renapped, & shine removed. Mail orders, write for circular. French American Reweaving Co., 44 W. 57

MILLINERY

CHEZ CHAPEAUX, 218 Madison Ave. (at 36th), N. Y. The season's smartest creations of fine imported felt and straws, styled for you, \$5.50. Hats of your material \$3.00. Copying and Remodelling. Mail orders. MU. 4-9786

NAME TAPES

CASH'S WOVEN NAMES for marking clothing and linen prevent loss or misuse. Attach them with Cash's No-So Cement. Write to Cash's, 19 Chestnut St., So. Norwalk, Conn. or 6203 So. Gramercy Place, Los Angeles, Cal.

PERSONAL SERVICE

ARE YOU WARDROBE WEARY? Discover The Dressing Room Re-Sale Service. Slightly used apparel of the better sort resold. 41 West 51st Street, New York City. Telephone Eldorado 5-1344. Hours from 12 to 6:30

SHOES

SHOECRAFT: Famed Stylists to the narrow foot and heel. Sizes 2½ to 12. AAAAA to C. Send for booklet VC, showing newest models. Expert mail service all over the world. Charge Accounts. 714 Fifth Ave., New York City

I. MILLER—Small sizes in a great variety of colors and styles for spring and summer, day time and evening. Sizes 1-3½, widths AA D. Write for booklet. Charge accounts invited. Only at 1552 Broadway store, New York City

SHOPPING COMMISSIONS

EDITH V. STOVEL, INC. Shops for value, not bargains. The better shops at your doorstep. On your World's Fair Trip, plan to let me shop with you at no extra charge. 366 5th Ave., N. Y. WI 7-3288. Cable Edvalisto

SARAH BOOTH DARLING. Accompanies out-of-town patrons or shops for you. My experience & service are yours at no extra charge. 23 West 85th Street, New York City. TRAfalgat 7-6150 -if no ans. LEExington 2-4100

GEORGETTE DUNBAR EVANS will simplify your shopping problems during the World's Fair. Establish your credit with her now. Send for description of free service. Also Interior Decorating. 522 5th Ave., N. Y. C. MU 2-1193

NEW YORK SHOPS BROUGHT TO YOU. Orders filled quickly and intelligently. No Service charge. Write for particulars. Helen L. Richards, 452 Fifth Avenue, New York City. Telephone PENnsylvania 6-6862

SWIMMING

SCIENTIFIC INSTRUCTION in modern strokes, diving, squash, and muscle toning exercises. Reducing. Ultra violet ray filtered water. Reasonable rates. Mary Beaton, R.L.S.S. Hotel Barbizon—140 E. 63 St., RH. 4-9418

TAILORS

P. BASILE & SON creates for the discriminating woman individual custom tailored suits, coats and gowns of the finest imported and domestic fabrics; newest fashions. Modest prices; remodeling. 17 E. 53rd St. VOI. 5-7584

ANDRE BALOD—TAILOR—Perfect tailoring of coats, suits, furs & gowns in the newest fashions. Faultless fitting & finest workmanship & materials at minimum prices. Remodeling also. 38 West 56 St., N. Y. CI. 7-8179

JOSEPH FRAM formerly of Fortnum & Mason. Creator of fine custom clothes, imported fabrics or your own materials. Also evening and street gowns designed by Madame Idam. 15 East 47th Street, New York City. Plaza 3-6285

LOVERSE—Paris, New York—Tailleur & Furs. Distinctive, individual styling of coats, gowns, furs. Designer, importer of fashions. Consultation free as to your personal style and colors. N. Y. address 16 E. 52nd St., EL 5-9257

TROUSSEAUX

THE PURPLE BOX—554 Madison Ave., N.Y. Early spring importations of French Lingerie. All models copied to your individual measurements and expertly fitted. Linens. Baby gifts. Monogramming a specialty. Prices reasonable

WEARING APPAREL BOUGHT

MME. NAFTAL will purchase at highest valuation misfit or slightly used gowns, wraps, furs; also diamonds, jewelry, silverware. Estates appraised. Write or call 69 W. 45th St., N. Y. BRyant 9-6269, 6268. Est. 44 yrs.

TELEPHONE BRYANT 9-1376. We pay cash for your slightly used Gowns, Furs, Wraps & Dresses; also Diamonds, Jewelry, & Silverware. Estates appraised. Mme. Furman, 105 West 48th St., N. Y. Telephone BRyant 9-1376

WEDDING STATIONERY

ENGRAVED WEDDING Invitations and Announcements. Everett Waddey Co. has for generations insured highest quality at reasonable prices prepaid. Book Wedding Etiquette Free. 5 South 11th St., Richmond, Va.

WEDDING INVITATIONS—Announcements exquisitely engraved. Authoritative service; prices reasonable. Samples sent promptly on request; discriminating comparison requested. Write to: Harcourt & Co., Louisville, Kentucky

WEIGHT REDUCING

MARGARET DEUSTER, 160 E. 48 St. Licensed registered Physio-Therapist. Figure sculptress to New York's smartest. Definite results, individualized treatments. Swedish massage. Colonic irrigations. Reasonable. EL. 5-8118

TAKE OFF EXTRA POUNDS with the Stretch-A-Way Reducer. Portable stretching device. Reduces waist, hips; lifts bustline. \$3.95 at your Corsetière's or write Stretch-A-Way Co., 1831 Pacific Ave., San Francisco

THE GREAT AMERICAN PLAYSUIT: IVORY-WASHABLE ZACHAREES



Popular as peppermint . . . and just as cool . . . Zacharees are a sunshine institution. No wonder! They're superbly cut to the American girl's pattern. No matter how active you are, Zacharees "stay put."

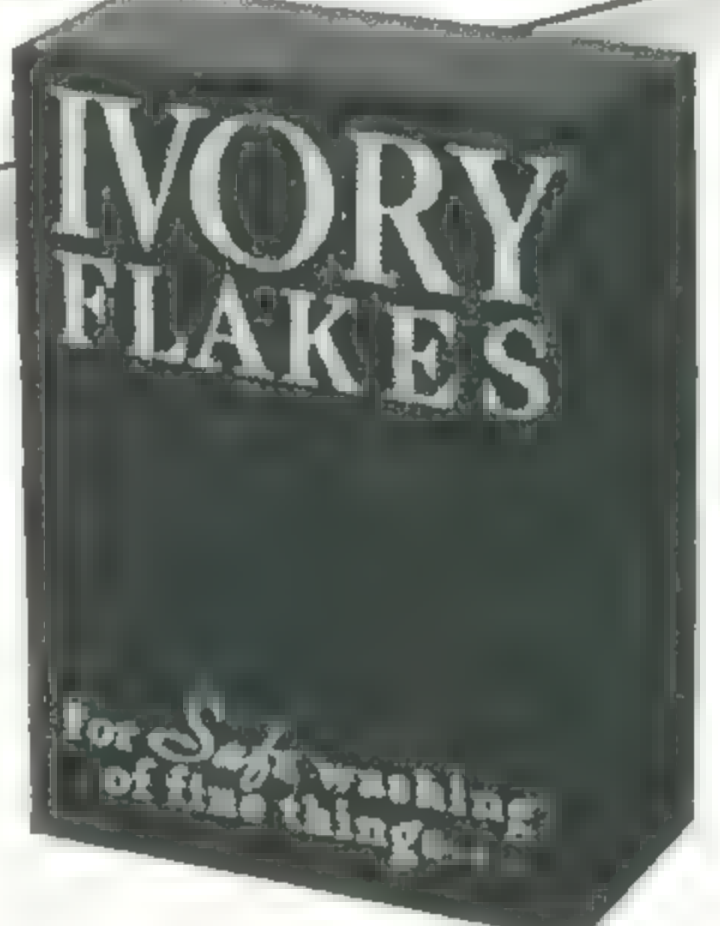
This year, you'll wear Zacharees in the new beach-comber colors . . . periwinkle . . . coral . . . marine blue . . . sea green and wet sand. As always, give them pure Ivory Flakes care. It's a Cotton Shop proverb: "An ounce of Ivory Flakes protection for colors is worth a pound of cure."

Shirt, shorts and skirt . . . \$9.95.

NEW YORK CITY, 543 MADISON AVENUE

the **COTTON
SHOP** inc.
ZACHARY BOGERT

advises



99 44/100 % PURE

TRADEMARK REG. U. S. PAT. OFF.
PROCTER & GAMBLE

ANTOINE ..new make-up for Pastels in



"Primeur '39" . . . fresh
sentimental colors, innocent as first love. Powder \$1.50,
rouge \$1, lipstick \$1.50, eye shadow \$1.25, lacquer \$1. Write for booklet.

ANTOINE • Produits de Beauté • 663 Fifth Avenue, New York

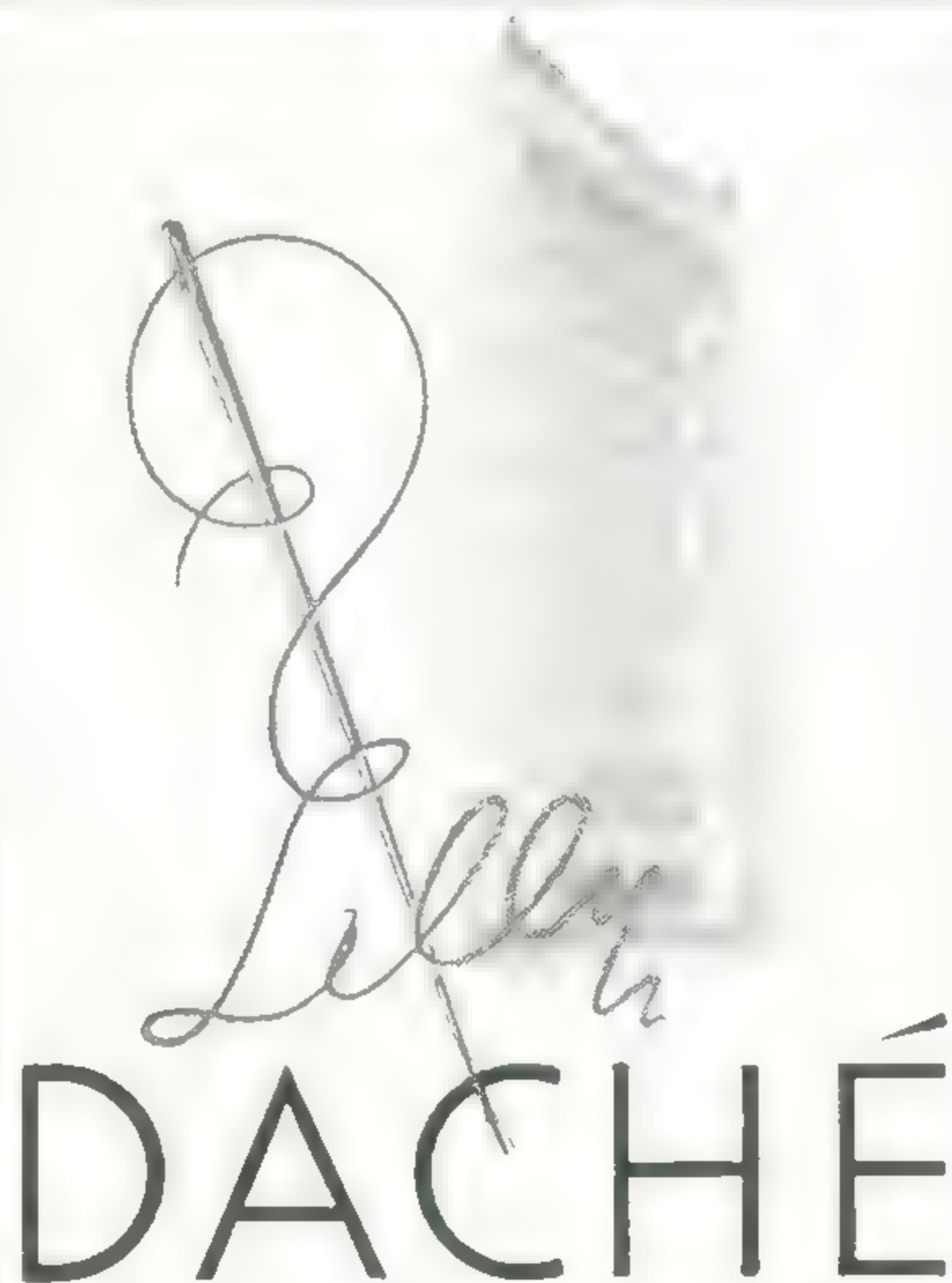


are
in the
Saddle

A "must" in every youthful wardrobe. Fine white elkskin with brown, black or blue calf saddle. Kid lined to toe; red rubber soles. 4.90

Write for Frenchies' booklet

wilbar's TREMONT STREET
BOSTON, MASS.
College Shops at Wellesley,
Northampton and Poughkeepsie
on Fifth Avenue — The Emily Shop



HATS . . . ACCESSORIES

.. 78 East 56th Street .. New York ..

PARIS . . . MIAMI BEACH

VOGUE COVERS

Sung in English



There has long been a theory—pretty well substantiated by history and experience—that opera never takes root as a native art form in a country where it is sung in a foreign language. To provide America with an indigenous opera and to encourage American music for ballet, as well as for opera, the American Lyric Theatre has been formed. With a repertory of two new American operas and three ballets, its first season opens in New York this spring.

The first performance will be "The Devil and Daniel Webster," a folk opera of New England, composed by Douglas Moore. The book is an adaptation by Stephen Vincent Benét of one of his own earlier works. As a curtain-raiser, there will be a ballet called "Filling Station," for which Virgil Thomson wrote the music.

The second opera to be given this season is "Susanna, Don't You Cry," with sets, costumes, and lighting by Robert Edmond Jones. It was written by Clarence Loomis, who has based much of the music for this opera on the songs of Stephen Foster. The book, by Sarah Newmeyer, is a story of Kentucky and the Forty-Niners. Equally American in subject, the two other ballets to be performed are "Billie, the Kid," by Aaron Copland, and "Pocahontas," by Elliot Carter, junior.

Cooperating with the League of Composers, the American Lyric Theatre was organized this winter with Lee Pattison as Musical Director, and Robert Edmond Jones as Managing Director. The series of ballets, given by the Ballet Caravan, will be directed by Lincoln Kirstein. One of

the distinguished conductors who will direct the orchestra, this season and in the future, is Fritz Reiner, the leader of the Pittsburgh Symphony Orchestra.

After this first season in New York, the American Lyric Theatre plans to go on tour and to open again in New York in the autumn.

Iacovleff Exhibition

Those sharply drawn portraits of Tibetans, Arabians, Turks, and Negroes, those impressionistic oils and carefully executed water-colours for which Alexandre Iacovleff was famous, will be in the memorial exhibition of his work at the Grand Central Galleries, from April 11 to April 29. This amazingly versatile artist, whom Sargent considered one of the greatest draftsmen of his time, is particularly known for his portraits in sanguine. Wherever he went, to Mongolia, Japan, China, or Africa (sometimes with the Citroën expeditions), he painted.

Most of the portraits of natives are done in sanguine or crayon, and they make up the greater part of the exhibition, but there will be many examples of his later style, developed just before this Russian-born artist, who spent most of his painting life in Paris, died in 1938. Six paintings and four drawings, all of this later period, have been bought by the Luxembourg Museum.

Fashions for the Fair



The shadow of a fashionable woman, her needle-straight or softly flowing silhouette, is often the best indication of what the latest fashion really is. Starting from this premise,

Thomas Lee arranged the fashion show, called "Fashions for the Fair," which will be given on April 18 at the Waldorf-Astoria, for the benefit of the Generosity Thrift Shop.

Mr. Lee (who does the Bonwit Teller windows) will show the models first in silhouette, then in full light. The model—who, in silhouette, appeared to be surrounded by the leafy branches of a forest—in the full light will be revealed to be standing with a few potted palms around her knees. Such are the tricks of modern lighting.

Mrs. Ernest Iselin is the President of the Generosity Thrift Shop, and the Chairman of the Arrangements Committee for the Fashion Show. A charitable organization, the Thrift Shop resells every kind of usable object—from toys to evening dresses—for the benefit of eight charities in New York. Mrs. Howard Ogden Wood, junior, is in charge of the tickets for the Fashion Show. You can write her at 136 East Seventy-Ninth Street.



**Knickerbocker
Holiday**

A little Dutch miss takes the town. Modern? . . . yes, definitely.

In black patent, blue, tan or caramel calf—contrasting trim. 14.75

Expert Mail Service

J & J SLATER

575 MADISON AVE.

Also 415 Fifth Ave., New York

East Orange: 594 Central Ave.
Washington: 1215 Connecticut Ave.



Permanent • Charles Bock • 20 East 57 • Plaza 3-3900

THE TOWN



Before the theatre

Dining on the West Side, if you are going to the theatre, is one of the best ways of missing the jam of theatre traffic. We found several good restaurants in the theatre district early in the season, and here is still another: À La Fourchette, at 342 West Forty-Sixth Street, between Eighth and Ninth Avenues.

This restaurant is typically French—with a tiny bar and a bigger, very cheerful kitchen. The table d'hôte dinner, which is about one to two dollars, includes specialties, like veal kidneys cooked in wine, roast chicken Veronique, and frogs' legs Provençale. The à la carte prices are a little higher.

There are several things we especially recommend in this French *boîte*—potatoes Anna, braised endive (something you come upon all too seldom in America), and that equally difficult to find, but perfect Italian cheese called, soothingly, *Dolce Verde*.

Gardens in Virginia



In Virginia, the last week in April is Garden Week. Virginia is almost at its best in April. All the early flowers are out, and the fruit-trees are in flower. Near Winchester, the apple-blossoms, like a foaming river, fill the valley floor. And in the beautiful gardens of the James River, the slow-growing English boxwood smells spicy and bittersweet in the warm sun.

All over the state, gardens that otherwise could never be seen are open to the public. The Garden Club of Virginia has arranged the whole thing. The headquarters of the Club are in Richmond, but, in case you are starting your trip from some other city, there is an information booth in almost every town, where you can find out which houses and gardens are open and map out your own tour.

The stage—in painting

The stage has been a tremendous source of inspiration for artists, and, at the Seligmann Gallery this month, there is an exhibition of paintings that covers every aspect of the stage—the theatre, the opera, the ballet, even the circus—from the eighteenth century until to-day. There are paintings by Daumier, Derain, Delacroix, and Watteau; eighteenth-century Italian comedians by Marcola, and ballet-girls by Degas. All these will be down-stairs, in the main gallery.

Up-stairs are the portraits of actors, from Garrick to Katharine Cornell. There are Salvador Dali's painting of Harpo Marx, playing innocently on the harp, while the giraffes burn around him; Sarah Bernhardt's portrait by Alfred Stevens; and a portrait of Katharine Hepburn by Alexander Brook.

This exhibition, for the benefit of the Public Education Association, closes on April 22.

What you will

The Susan Palmer Restaurant is the kind of restaurant that gives in to your whims. By insisting on having certain dishes on particular days, the regular patrons more or less dictate the menu. On Wednesday, for example, the dessert specialty is eggnog pie—thick and fluffy and delicious, unlike anything else you've ever eaten; on Friday, it's codfish cakes, not a rare dish, but all too rarely good. Monday's specialty—orange rolls—has to be repeated on Friday.

Practically next-door to Rockefeller Center, the restaurant is at 4 West Forty-Ninth Street. All the cooks are Negresses; some have been with Mrs. Palmer for twenty years and have cooked only for her, or in private houses. One cook is a mystic who, when pressed, protects her secret recipes by saying that she makes her pies almost unconsciously, as the spirits direct her.

Cocktails and movies

There are very few places where you can see old movies—rare ones like the first Charlie Chaplins—and pre-War newsreels are particularly hard to find. However, you can now see these and other early ones at the Sherry-Netherland Hotel, every afternoon from five until seven, in the cocktail lounge.

There has been, in the last few years, an increasing number of people to whom these films are extremely important, as milestones in the development of the art. And there are many (Continued on page 40)

Wicked Puritan

Sombre gray jersey, frivolously hooded in lace.

at
Walton-Pierre
only

Walton-Pierre
Dressmakers • Milliners • Furriers
Twenty-one ten Park Avenue, Detroit, Mich.

Mrs. Pleasants Pennington chooses "Cantinière" for that spicy-peppermint look. Navy or black with copen blue or rose red stripes on pique. 22.95

Chez Rosette
TEN EAST FIFTY-SIXTH STREET

CUERNAVACA SANDALS

Beautiful Summer Shoes in White Kidskin with Color

Gaily tinted strips of leather are meshed thru glove-soft white kid to form delicate and always varying patterns.

The CUERNAVACA is NOT a crude peasant sandal, it is bench made, styled and finished like a fine shoe for sophisticated wear . . . Cuban heels.

BELTS TO MATCH \$2.25
The OLD MEXICO SHOP
SANTA FE—NEW MEXICO

Emile 21 East 56 Street
Tel. Plaza 3-8090
COIFFURES



from the collection
of

millie b.
oppenheimer, inc.
chicago

DRAMATIC STRIPES AND BLACK TAFFETA

"Double-Duty" for Big and
Little Spring Evenings



FILER-MACHOL

747 MADISON AVENUE

at 65th St. N. Y. C.

VOGUE COVERS THE TOWN

(Continued from page 39) others who see them for entertainment and because they are an eloquent commentary on what was considered gay or tragic in those far-off, flickering days.

Bar food



People usually develop a rather special feeling about bars. They like them because the drinks are good, or the seats are comfortable, or the atmosphere is gay or quiet, but they seldom think of them in connection with food. We have a special feeling about The Barclay bar—and part of it is because of the good food you get there.

The Barclay is conveniently located on Lexington Avenue and Forty-Eighth Street, with a separate entrance to the bar on Forty-Ninth Street. The room has muted and flattering light; the banquettes are big and comfortable; and the service is good and unobtrusive. There is no feeling of hustle and bustle, and you drink your drinks and eat your lunch in peace and enjoyment.

You can order à la carte at any time the bar is open, but, at lunch, there is a special *prix fixe* menu, not expensive and well chosen. Among the specialties are such dishes as sliced turkey with broccoli in Mornay sauce; a stew of boneless, browned lamb and vegetables; and grilled mushrooms on deviled Smithfield ham.

Under the El

Few places are more informal or more fun than the little restaurants that huddle beneath the growl of the Elevateds over on Second and Third Avenues. Here are three, two of them distinguished for the sim-

plicity of their food, one for its entertainment.

The King of the Sea and His Royal Family of Fish (Third Avenue at Fifty-Third Street) has everything that swims, from South African lobsters to cold, pickled shrimps, in price from about ten cents to \$1. Oyster crackers are the only embellishment.

Rudy's Rail, at Fifty-Fifth Street and Second Avenue is a cheerfully informal place, where every one takes off his coat, and a clown entertains you. It's a working-man's night-club, with excellent beer, and the food, though good, is more or less incidental. Wednesday, Friday, and Saturday nights, there's a floor show, and, on the other nights, there are an orchestra and an idle microphone, in case you feel like singing yourself. Rudy's Rail, we are told, is known as "The Inferno of Second Avenue."

Nucci's, at 242 East Fortieth Street, is an Italian restaurant, brilliantly clean, where you can find a good, simple dinner (what the Italians call "honest food") for about a dollar. The *scaloppini* of veal are specially good—thin and tender—and the red Italian wine they give you seems made to go with them.

All Benton

All the periods of Thomas Hart Benton's work—from the Impressionism of 1908, through Abstractionism, Cubism, and Synchronism, to his latest carefully executed and detailed paintings—will be shown at the new galleries of the Associated American Artists, at 711 Fifth Avenue.

One of the founders of the Associated American Artists, Thomas Benton was also one of the first to develop the new school of regionalism in American painting.

This exhibition will be held from April 17 until May 12, together with an exhibition of etchings and lithographs by members of the Association, among them George Grosz, William Cropper, and Grant Wood.

Horses, horses



Six or seven Army teams and a great many other exhibitors, including children from eight to fourteen years old, will be galloping around the Squadron A Armory on April 27, 28, and 29 in the third annual Spring Horse Show of the Squadron. There will be classes for Hunters, Open Jumpers, and Equitation; Corinthian classes, rigidly formal, where every detail counts, from the tying of a stock to the buckling of a bridle.

The Armory, at 1339 Madison Avenue, is Squadron A's home ground, and, at each of three evening sessions (they start at seven-thirty), the Squadron will give an exhibition of riding. On Saturday afternoon, for the benefit of the Chapin Nursery, the children will give an exhibition.

Here Vogue presents a group of important shops . . .

the places women talk about. They're the shops where you find individual versions of really smart things to wear . . . where they make a new woman of you with a special facial or a perfectly fitted corset . . . where buying a hat is an exciting adventure. You'll discover the best shops and the most inspiring fashions with the help of Vogue. It's so dependable!

English Bone China



America's largest retail selection at lowest prices of open stock English Bone China. *New dinnerware booklet will be sent on request.*

HERBERT S. MILLS

HAMILTON

CANADA

The
Hobo

FOR
BEACH AND
LEISURE
WEAR



• A gay young thing is the Hobo. Of genuine Matlex,* it hugs the foot firmly...is the most comfortable and smartest thing to wear. Waterproof and washable. Sole of brand new rubberized cork.

In colorful plaid of blue or goldenrod... quaint polka dot in navy or wine... plain broadcloth in navy or royal trimmed in white... or all-white.

When ordering, give shoe size, pattern and color preference. The Hobo is only \$2.95, postage prepaid. Send check or money order to The Esther Shop

Box 22V • Beverly Hills, California

*REG. U. S. PAT. OFF. U. S. PAT. NOS. D. 107821-2134630

VOGUE COVERS THE TOWN

Friday evening, Gerald Balding, the Captain of the British Polo Team, and Raymond Guest of the American Team, will judge the Polo Pony Class.

Even if you have never been on a horse, a horse show, particularly the jumping classes, is quite fascinating. One after the other, shining and free-moving, the horses come into the ring. In their easy circling, there is something soothing and mesmeric.

Marie

Certainly one of the friendliest restaurants in town is Chez Marie at 129 East Forty-Seventh Street. Marie, in all her Gallic intensity, will greet you at the door and guide you through the kitchen to the restaurant proper. On the way, she acts as a walking menu, sizing up your state of mind and body, telling you the dishes she thinks will suit you best. You'll find that her suggestions will be right, her food will be more than right, and the price will be less than right.

Sculpture show

Last year, during one month, forty thousand people streamed in and out of a little gate on Park Avenue at Thirty-Ninth Street. Behind the high fence, the first Outdoor Show of the Sculptor's Guild was being held. Mayor LaGuardia came and posed by his portrait, "The Little Mayor," by Warren Wheelock. This year, the Show will be held again, from April 15 until May 15, or possibly longer. William Zorach will exhibit an enormous statue of two nudes, called "Embrace"; Warren Wheelock will show a plaster of Abraham Lincoln wrapped in a shawl, astride a pony; and Sonia Gordon Brown will exhibit a skating figure, life size. There will be about a hundred and ten pieces of work in the Show, for which the city will again lend its plot of land at Thirty-Ninth Street and Park Avenue.

An afternoon at the Show is a wonderful way to check on what modern American sculptors are doing. Even for those less interested in sculpture, it's an agreeable way to spend a sunny spring day. And the admission is only ten cents.

Trianon

The Trianon Room at the Ambassador is quite in the spirit of the Petit Trianon at Versailles. The walls of the room are paneled in ivory-quilted silk and etched glass; the four corners are elevated into "royal boxes"; the wall benches are a deep rose in colour, and the dance floor is large and circular.

There is classical music at lunch time and during the cocktail hour. Dick Gasparre's Orchestra, alternating with Vincent Bragale's South American Conga Band, plays during dinner and supper and, on Saturday, for tea-dancing. There is plenty of room for dancing, and it's all rather grand.

In the middle of May, the Ambassador's Garden will open for the summer season.

Water-colours in Brooklyn

Water-colours by American, French, English, and Swiss artists, will be in the tenth International Exhibition at the Brooklyn Museum. These shows have been given by the Brooklyn Museum every two years for the past twenty years, but this year's show is unusually comprehensive. There will be two hundred and thirty-one water-colours, less traditional in subject than those in the exhibition of 1935, showing less preoccupation with technique than those shown in 1937. The exhibition closes on April 30.

Town gossip



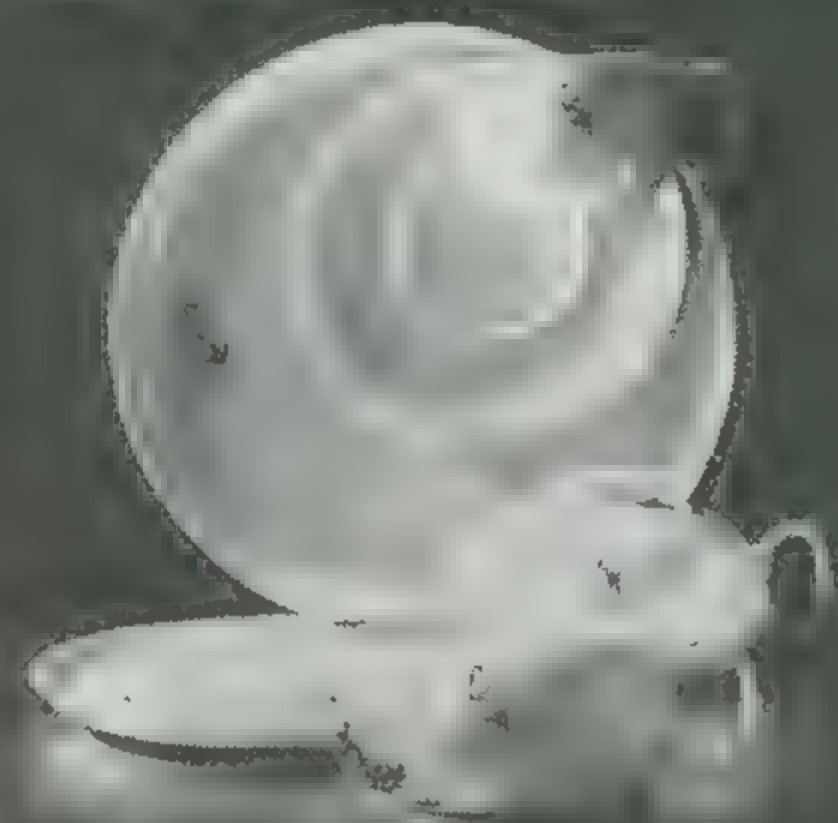
....The much-discussed works of the German musician, Paul Hindemith, will be heard at Town Hall on April 23. The composer will be the soloist, playing, at various times, the violin, the viola, and the viola d'amore....

....The Sert Room, at the Waldorf-Astoria Hotel, is open again with Emil Coleman and his orchestra; Angna Enters, the famous mimic; the dancers, Georges and Jalna; and the young singer, Cobina Wright, junior....

....Two dancers, as American as a painting of the Bowery, are appearing at the Guild Theatre on Sunday evening, April 16. Miriam Winslow and Foster Fitzsimmons are including satiric and religious themes in their program.

"FLANEUR"

FOREVER MERS



A gift exclusively personal

honey-white glaze, rich in quality and texture... a triumphant step forward in American made pottery.

Service For Eight (61 pieces), your monogram (as illus.) in black or blue. \$18.50
Without monogram \$15.00

carole stupell LTD

our new address
507 madison ave. near 53rd street, n. y.

1205 connecticut ave. 44 newbury street
washington, d. c. boston, mass.

Sweet Sixteen

That's how you feel when you wear it. Tall girls love the way this sandal keeps them looking up to "him" with a young and hopeful look that rates attention! Fair companion for your new spring suit in black or blue calf... sizes 2½ to 11.

Mailed to Order

\$8.75



SHOECRAFT

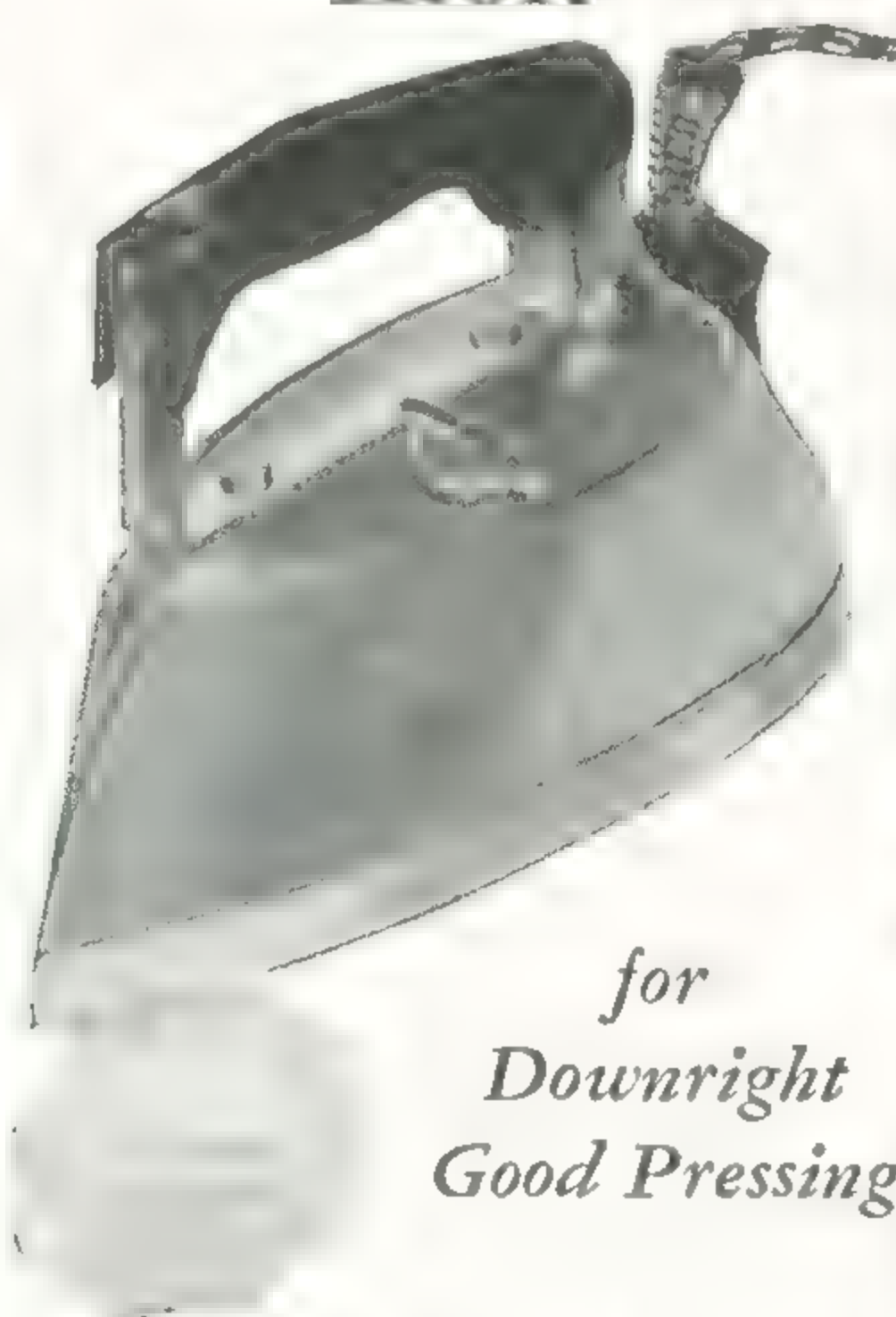
714 FIFTH AVENUE • NEW YORK

Specialists in fitting AAAAA to C
8½ 9 9½ 10 10½ 11 11½ 12 add \$1
Mail orders filled • Booklet • Charges

HAMMACHER SCHLEMMER

Gives You the New

STEEM ELECTRIC IRON



for
Downright
Good Pressing

No scorching • No burning • No sprinkling
We're proud to present the newest of new irons that steams as it irons. It's perfect for your tweeds, velvets and thin wools. Grand for cotton frocks and batiste blouses... to say nothing of the sheen it gives fine linens.

Special Price for a **\$9.95**
limited time... only
(regularly \$12.95)

Solidly constructed, with 7 steam outlets on large soleplate. AC or DC current. Net weight 6 lbs. Complete directions. Approved by Underwriters Laboratories, Inc.

Order by Mail or Phone Vol 5-4700

Hammacher Schlemmer, 145 E. 57th Street, N. Y.

Send Steem Iron — at special price (\$9.95), to

Name.....

Address.....

Spring Nights

WHIRL WITH ROMANCE

NELSON
HICKSON

9 West 57th St.



One of those soul-satisfying gowns as decorative as a portrait
... imported coin dot black net
... \$69.95 ... other gowns from \$29.95



Sally Victor
18 EAST 53RD ST.



Luxury in your Life...

FURS by

Harra

S. HARRA FUR CO. 15 WEST 57th STREET, NEW YORK



Conversation Pieces

There is nothing more awful than to wear some new jewelry and have nobody notice it, a contingency you can easily avoid by making sure yours are Jewels by Flato, which is to say, conversation pieces. It is indeed gratifying to have your dearest friend or your fondest enemy rush up, exclaiming "Darling! Where did you get that perfectly marvelous, amazing new clip?" And it is even more gratifying to be able to answer, with a pretence at modesty, "Oh, my dear, it's one of Paul Flato's new designs!" while all the time you're fit to burst with proper pride over this entrancing fantasy of jewel radishes. Great garnets from the fruit (or whatever a radish is) and the beautifully modulated leaves are of solid gold, all bound round with a diamond band. It is a conversation piece indeed... like a bunch of radishes picked by Midas or found in some Alladin's garden, where all is jewels. Put it on the lapel of your pet suit... wear it at the neckline of your new frock... flaunt it on your best evening gown... and give people something to talk about! It's just one of many dramatic new Jewels by Flato... sometimes wicked, always sophisticated, invariably smart. Radishes, for your salad days, \$1,000.00

jewels by Paul Flato

One East 57th Street, New York
8637 Sunset Boulevard, Los Angeles

SOCIETY

BIRTHS

NEW YORK

Brewster—On March 11, to Mr. and Mrs. Warren D. Brewster (Marion M. Darrah), of Glen Cove, Long Island, a son, Samuel Dwight Brewster.

Kirkland—On March 6, to Mr. and Mrs. William Reed Kirkland, junior (Barbara Stoddard), a son, David Kirkland.

Marshall—On March 10, in Orange, New Jersey, to Mr. and Mrs. Lawrence Clark Marshall (Sylvia Hathaway Hitch), of Madison, New Jersey, a son, David Lawrence Marshall.

Vanderbilt—On March 9, in Los Angeles, California, to Mr. and Mrs. Alfred Gwynne Vanderbilt (Manuela Hudson), a daughter, Wendie Vanderbilt.

BOISE

Butler—On February 3, to Mr. and Mrs. James Frederick Butler, a daughter, Victoria Howarth Butler.

PHILADELPHIA

Harrison—On February 8, to Mr. and Mrs. Roberts Harrison (Jean Alexandra Edgar), of "The Frogs," St. Davids, Pennsylvania, a daughter.

PITTSBURGH

Brown—On February 11, to Mr. and Mrs. Walter Nathaniel Brown (Mary Elizabeth Floyd), of New York, a daughter, Sandra Estelle Brown.

SAN ANTONIO

Dewar—On February 28, to Mr. and Mrs. Hal Dewar (Hallie Ball), a son.

Jeffers—On March 1, to Mr. and Mrs. William Jeffers (Alice Combs), a daughter.

Minter—On February 21, to Dr. Merton M. Minter and Mrs. Minter (Katherine Huntress), a son.

SPOKANE

Dix—On February 13, to Mr. and Mrs. Peter Dix (Madge Downey), a daughter.

Wilson—On February 24, to Mr. and Mrs. Frederick Wilson (Nancy Wells), a daughter, Susan Wilson.

WASHINGTON, D. C.

Casey—On January 18, to Representative Joseph Edward Casey and Mrs. Casey (Constance M. Dudley), a son, John Dudley Casey.

WATERTOWN

Carmody—On February 26, to Mr. and Mrs. Guerin B. Carmody (Betty Merri-man), a son, Christopher Guerin Carmody.

ENGAGEMENTS

NEW YORK

Appleton-Hendricks—Miss Tina N. Appleton, daughter of Mrs. Johnston King and of Mr. William H. Appleton, to Mr. Denis Hendricks, son of the late Mr. and Mrs. Thomas J. Hendricks.

Benjamin-Anderson—Miss Sarah Morris Benjamin, daughter of Mrs. William Massena Benjamin, of Garrison-on-Hudson and New York, to Mr. Alan Anderson, of Garrison, New York, son of Mr. Isaac Anderson, of Mountain Lakes and Boonton, New Jersey.

Bredt-Brown—Miss Prudence Bredt, daughter of Mr. and Mrs. E. Arthur Bredt, of West Orange, New Jersey, to Mr. Donald Winchester Brown, son of the late Donald Winchester Brown and Mrs. Brown.

Bristol-Bell—Miss Elizabeth Webster Bristol, daughter of the late Ralph Bristol and Mrs. Bristol, of Montclair, New Jersey, to Mr. Joseph Dufresne Bell, son of the late Joseph C. Bell and Mrs. Bell, of Montclair.

Brown-Rogers—Miss Beatrice R. Brown, daughter of Mrs. Henry B. Thompson, junior, of Glen Head, Long Island, and of the late Lieutenant William C. Brown, junior, U. S. A., to Mr. Edmund Pendleton Rogers, junior, son of Mr. Edmund Pendleton Rogers, of New York.

ENGAGEMENTS

Hazelton-Boardman—Miss Elizabeth Folger Hazelton, daughter of Mr. and Mrs. Hugh Hazelton, of Englewood, New Jersey, to Mr. Donnell Withington Boardman, son of the late Richard Mather Boardman and Mrs. Boardman, of New York.

Milbank-Corbin—Miss Edith Dixon Milbank, daughter of Mr. and Mrs. Harold Milbank, of South Orange, New Jersey, to Mr. Horace Kellogg Corbin, junior, son of Mr. and Mrs. Horace K. Corbin, of West Orange, New Jersey.

Phillips-Croll—Mrs. Helen Schroeder Phillips, of New York, daughter of Mr. Gilliat deGhéquière Schroeder, of Saint-Jean de Luz, France, to Mr. Joseph D. Croll, son of Mr. and Mrs. James S. Croll, of New York and Fishers Island, New York.

Stanton-Gilchrist—Miss Mary Lane Stanton, daughter of Mr. and Mrs. Edmund Courlandt Stanton, of Rye, New York, to Cadet Malcolm Frank Gilchrist, junior, United States Military Academy, son of Mr. and Mrs. Malcolm Frank Gilchrist, of Courtlandt, Alabama.

Starring-Fraser—Miss Elizabeth Starring, daughter of Mr. and Mrs. David Swing Starring, of New York and "Ar-dara Farm," Greens Farms, Connecticut, to Mr. Donald Rafferty Fraser, son of the late Alexander Fraser and Mrs. Fraser, of Trinidad, British West Indies.

Sterling-Powelson—Miss Andrea Sterling, daughter of Mr. Louis V. Sterling, to Mr. Roger Van Nest Powelson, son of Mr. Wilfrid Van Nest Powelson.

Witherspoon-Brewster—Miss Jane Witherspoon, daughter of Mr. and Mrs. Preston Witherspoon of New York, to Mr. Robert Johnston Brewster, son of Mr. and Mrs. David Brewster, of Saint Louis, Missouri.

CHICAGO

Clow-Williamson—Miss Elise Hammill Clow, daughter of Mr. and Mrs. Kent S. Clow, of Lake Forest, Illinois, to Mr. Burke Williamson, son of the late Burke Williamson and Mrs. Williamson, of Lake Charles, Louisiana.

MONTCLAIR

O'Gorman-Morrison—Miss Pauline Morison O'Gorman, daughter of Mr. and Mrs. William Doane O'Gorman, of Montclair, New Jersey, and Westhampton Beach, Long Island, to Mr. Barclay Morrison, son of Mr. and Mrs. Samuel Albert Morrison, of Cranford, New Jersey.

PHILADELPHIA

Willing-Bromley—Miss Evelyn Eyre Willing, daughter of Mrs. George Willing, of Chestnut Hill, Pennsylvania, to Mr. Brooks Bromley, son of Mr. Charles S. Bromley, of "Beaufort," Chestnut Hill, Pennsylvania.

PITTSBURGH

Freeman-Read—Miss Evelyn Mary Freeman, daughter of Mr. and Mrs. John Miller Freeman, of Pittsburgh, Pennsylvania, to Mr. George Alfred Read, son of Mr. and Mrs. Frank M. Read, of London, England.

ROXBURY

Ayres-Senior—Miss Vera Ayres, daughter of Mr. and Mrs. Francis Oliver Ayres, to Mr. John L. Senior, junior, son of Mr. and Mrs. John L. Senior, of Roxbury, Connecticut, and Belleair, Florida.

SAINT LOUIS

White-Walker—Miss Grace Ballard White, daughter of Mr. and Mrs. David Block White, of Saint Louis, Missouri, to Mr. Louis Walker, son of Mr. and Mrs. George Herbert Walker, of Old Westbury, Long Island.

SAN ANTONIO

Harley-Ridder—Miss Ann Harley, daughter of Mr. and Mrs. James A. Harley, to Mr. A. J. Ridder, junior, son of Mr. and Mrs. A. J. Ridder.

(Continued on page 44)



THE GOURMET'S GUIDE

RESTAURANTS—dining

DIVAN PARISIEN
17 East 43rd St.
Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad. Luncheon and Dinner. Finest vintage wines, and liquors. Air Conditioning. Vanderbilt 3-7897

THE MARGUERY—RESTAURANT FRANÇAIS
270 Park Avenue—Wickersham 2-8191
Famous for the real Filet of Sole Marguery and hot hors d'oeuvres. Parisian Specialties Every Day. Luncheon—Dinner—Popular Cocktail Hour

JANE DAVIES'
145 West 55th St.
Luncheon 55c, 65c, 75c. Dinner \$1 and \$1.25. Vintage Wines

10 W. 55 FRANCES LYNN 52 E. 52
Smart Clientele, deft service, delicious food. For "Pennywise New Yorkers". Luncheon 50c, 65c. Dinner 75c, 99c

ALEXANDRA RESTAURANT—8 East 49th Street.
Champagne cocktail dinner \$1.10 & \$1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8:30 P.M. The most talked about dining place in New York.

CRILLON, 116 E. 48th St. Completely air-conditioned. Justly famous for cuisine and cellar. Luncheon \$1—Dinner from \$1.50 in the Main Dining Room. Dollar London-Butter-Dinner before theatre in the Bar.

15 East 52nd HENRI PLaza 3-7130
Finest food prepared in the true French manner. Luncheon \$1.50. Dinner from \$1.75. Also à la carte. Famous cocktails from 30c • Parisian cocktail lounge.

THE BLUE BOWL AT 157 EAST 48th ST.
specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to \$1.25.

KENTUCKY SERVES A MEAL
Featuring Suppers from 85c to \$1.25. Luncheon from 75c—Dinner from \$1.25 to \$1.50. Elizabeth D. Reynolds, Inc., 15 East 48th St.

MIYAKO—JAPANESE CUISINE, 310 West 58th St. Columbus 5-0577. Famous original Sukiyaki—cooked right on your table. Tempura Cuisine. Excellent luncheon and dinner. Open from 12 to 11 P.M.

LITTLE OLD MANSION—61 E. 52 St. Unusual Food Served in One of New York's Delightful Old Houses. See our old world miniature garden. Luncheon 60c up. Dinner \$1 up. Open Sunday 1 P.M. to 8:30.

RESTAURANT MAYAN, 16 W. 51st St., Rockefeller Center. Popular rendezvous for luncheon, cocktails, dinner. Unusual atmosphere. Luncheon entrees from 60c. Dinner prix fixe from \$1.50; also à la carte. Comfortably air-conditioned.

GRAND CENTRAL TERMINAL RESTAURANT and Oyster Bar. Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from \$1.00, à la carte. Delightfully air-conditioned.

ROCKEFELLER PLAZA RESTAURANT—32 W. 50th St. Smart but informal. Plaza Room—club breakfast 60c, luncheon from 75c, dinner from \$1.00, cocktails from 25c. Old New York Room—luncheon from 75c, dinner from \$1.00, cocktail lounge. Cocktails from 25c. All rooms comfortably air-conditioned.

24 WEST 55 ST. CAFE & RESTAURANT (Rockefeller Apartments—just off 5th Ave.). Smart, restful atmosphere. Excellent cuisine. Luncheon from 60c; large cocktails from 25c; Dinner from \$1.00. Also à la carte. Delightfully air-conditioned.

CAFE LOUIS XIV—15 W. 49th St., Rockefeller Center. Cuisine Classique, Fine Wines, American Bar. Prix Fixe Luncheon \$1.50, Pre-Theatre Dinner \$2.00, also à la carte. 5 minutes from theatre district. Comfortably air-conditioned.

CAFE CONTINENTAL, 10 EAST 52nd STREET
Cuisine Continental. Liquors and vintage wines. Luncheon \$1.00. Dinner \$2.00. Dinner music. Comfortably air-conditioned. EL. 5-9144.

CHAMBORD—803 Third Avenue, N. Y. (EL 5-7180). French Cuisine for the gourmet. Novel kitchen behind glass. Cellar for "Connoisseurs". Lunch from \$1.00. Dinner from \$2.00.

CAVIAR RESTAURANT—18 East 49th Street. "Rendezvous for Epicureans." Direction of Antoine Dadone. Unique cuisine, rare wines. Luncheon, cocktail hour, dinner. Wickersham 2-2224.

JANET OF FRANCE, 237 W. 52 St., W. of B'way. Famous for "onion soup". Dinner \$1. up; lunch 65c. Châteaubriand steak. It's always sailing time at Janet's Ship's Bar. Open Sundays. COL 5-8717.

HILDEGARDE

After Theatre in the Cafe Lounge and Snack Bar

GERRY MORTON and his Orchestra

THE COCKTAIL HOUR

DANCING Daily and Sunday and after the Theatre

SNACK BAR Luncheon and Dinner Daily and Sunday

SAVOY=PLAZA

FIFTH AVENUE • 58th to 59th STS.

There's a World's Fair at Flushing Meadows; there's a World's Fair on Treasure Island; there's also another World's Fair, right here in New York City, a fair that has been growing for centuries, a fair that is here to stay, a World's Fair of Restaurants.

At this fair you may breakfast in France, lunch in Vienna, have tea in England, dine in Sweden—all in the same day, all in the same city. You may have *shish kebab* in Turkey, or *chow-lung-ha* in China. You may dine with Italians at the end of Bleeker Street, or with Germans in Yorkville. (If you do so, try an Italian eel, or German *Lebkuchen*.) The French will have their snails; Cubans their *arroz con pollo*; Hungarians their stuffed cabbage; the Japanese their *sukiyaki*.

The possibilities are as endless as the world is wide. Just put one finger on the map, and another on the menu. Soon you will be able to decipher the abracadabra on the bill of fare; soon you will be a League of Nations spokesman and interpreter and supporter.

Above all, once you are in New York for the Fair, forget that the doctor said, "You eat to live"; remember, rather, "You live to eat."

If you are a gourmand, be a gourmet as well and cling to the fact that indiscretion is as bad as indigestion. The purpose of this page is to help you be discreet, to help you select the best dishes of the best chefs of the world.

"True Philosophers, methinks, Who love all sort of natural beauties, Should love good victuals and good drinks."

RESTAURANTS—dining

PATRICIA MURPHY'S Candlelight Restaurants.
The Barclay—33 E. 60th St., Manhattan
The Candlelight—114 Henry St., Brooklyn
Sophisticated American Foods

MAISON MAURICE RAVIOL, 3 E. 48 St. French cooking at its best. Quite the feeling of Paris and ideal for lunch between shopping or a theatre dinner. Excellent seafood and wines.

CAFE TROUVILLE
112 East 52nd St.
Open for luncheon, cocktail hour and dinner. Entertainment during supper.

JOSEPH'S—46 E. 52nd St.
For many years has applied a continental cuisine to good American taste. Selected wines. Luncheon \$1. Dinner from \$1.50. Also à la carte. Tel. WI. 2-8173.

THEODORE'S, 4 East 56th Street. PLaza 3-6426.
One of New York's outstanding restaurants. Famous for excellent food and service.
Luncheon \$1.10. Steak Dinner \$2.00.

JIMMY'S CAFE SAVINI (Formerly 53 E. 54th. Remember Jimmy?) Open for luncheon, cocktails, dinner, supper. Specialty of the House "Chicken Tetrazzini". 39 East 49th Street. ELd. 5-8960.

WHITE TURKEY TOWN HOUSE, One University Place on Washington Square. Delicious meals served in the informal surroundings of an old colonial inn. Luncheon—Cocktails—Dinner. In Danbury, Conn., it's the famous old White Turkey Inn.

BARBOUR
1 West 52nd Street at Fifth Avenue.
Special three course luncheon \$1.60, served 11:45 to 3. Four course dinner \$1. Soundproofed. Bar and Grill.

CAFE ST. DENIS
11 East 53rd Street, EL 5-8032. A real French Restaurant catering to cosmopolitan palates. Lunch from 75c. Dinner from \$1.25. Also à la carte.

AU BON VIVANT, 112 E. 55 Street.
Where congenial people enjoy an interlude of truly pleasant dining. Luncheon 85c. Dinner \$1.50. Cocktails. Everything prepared to order.

RESTAURANTS—dining

SCHRAFFT'S. Home of Fine American Cooking. Breakfast, Luncheon, Afternoon Tea, Cocktails, Dinner, Supper, Sodas, Ice Cream, Cakes, Candy, Club Dinner \$1.35. 38 Schrafft's in greater N. Y.

RUBY FOOT'S (EAST SIDE) 161 East 54th St. Ultra Refined Atmosphere—Finest Chinese Foods. Luncheons 50 to 65c.—A la Carte for Dinner & Supper. Intimate Cocktail Lounge, PLaza 5-2437.

CRÉMAILLÈRE "LA"
Formerly on the Roof 30 Central Pk. S. Now 24 E. 62nd. Cocktail lounge. Cuisine and Cellar of reputation. Lunch from \$1. Dinner from \$1.75. RH 4-9671.

KUNGSHOLM, 142 E. 55 St.
Famous Swedish specialties. Smörgåsbord luncheon 75c. Dinner de luxe \$1.25. Also à la carte. Cocktail bar and lounge. Music by Muzak. EL. 5-8183.

4 W. 49th SUZAN PALMER 11 A.M. to 11 P.M.
No better food any place at any price. Specialties every day by popular demand. Luncheon from 65c—Dinner from \$1.00. Try the famous oyster bar.

RESTAURANTS—with dancing

LE COQ ROUGE—65 E. 56th St. Famous cuisine. Luncheon, Dinner and after theatre. Dancing—Entertainment. George Sterney's Orchestra and Tisdale's Trio. Reservations. PLaza 3-8887.

EL CHICO, 80 Grove St., Greenwich Village. Dine and Dance in the atmosphere of Old Spain. Spanish Revue. Open 6 P.M. to 2:30 A.M. Daily except Monday. Dinner \$1.50 & \$2.00—No Cover Charge. Minimum Weekdays \$1.50—Saturday \$2—Air-Conditioned. CHelsea 2-4645—Listen NBC every week.

LARUE—45 East 58th Street. VOI. 5-6374. New York's smart rendezvous. Dinner, supper. Eddie Davis' & Joseph Smith's orchestras. Continuous dancing 'till 4 A.M.

ST. MORITZ on The Park, 50 Central Park South. Dinner and supper dancing in the Sky Gardens. Home of Rumpelmayer's and Café de la Paix, America's first Sidewalk Café.

RUSSIAN BEAR—645 Lexington Ave. (54 St.). America's oldest Russian Rest. Est. 1908. Nationally famed for excellent Russian cuisine. True Russian Atmosphere. Balalaika Music. Dancing. EL. 5-9080.

LOUNGE BAR

WHALER BAR—Madison Ave. at 38th St., N. Y. Board the whaler "Wanderer" as she gets under way with a full cargo and all hands on deck. Pull up to the captain's table and have your tot of pilot's grog. Special shoppers' luncheon from 55c.

FOOD FOR BEAUTY

HELENA RUBINSTEIN'S ZURICH LUNCHEON
715 Fifth Avenue. Where smart women learn to diet for streamlined vitality in an atmosphere of international chic. Four-course luncheon, \$1. to \$1.50.

NIGHT CLUB

LEON & EDDIE'S, 33 W. 52nd St. The World Famous café-restaurant offers America's most amazing values in food & entertainment. "Sly" Eddie Davis heads a big new show. Continuous dancing.

LONG ISLAND

ROUND HILL RESTAURANT. Séjour des Gourmets. So. Huntington, L. I. Cuisine Française—Fireplace—Wines & Liquors. Open all year. 34 miles from N. Y. on Jericho Turnpike, Rt. 25. Huntington 1371.

BEAU SÉJOUR, Bethpage. Off route 107. All dishes prepared to order. Luncheon on terrace dining-room overlooking gardens. Luncheon and dinner à la carte. Unusual cellar of fine wines and liquors.


LEO GERARD'S. Jericho Turnpike, S. Huntington, Rt. 25. Former private estate in woodland setting. Willy Field's orchestra. Specializing in shore dinners and deviled crab. Old pine tap room. Hunt. 650.

WESTCHESTER

ANNA HELD'S COUNTRY INN—Bronx River Parkway, East of Peekskill. The unique spot in Westchester. Luncheon—Cocktails—Dinner. Visit the Anna Held Museum. Your hostess—Anna Held, Jr.

CONNECTICUT

SILVERMINE TAVERN, NORWALK. A Colonial Inn, with charming atmosphere. Dining on the edge of the Old Mill Pond. Afternoon Tea in the Old Mill. Choice antiques on sale in the Galleries. Tel. Norwalk 88. Near the Merritt Parkway.



INTIMATE RENDEZVOUS

MARGO

AT THE PIANO

150 W. 58th St NYC.

Columbus 5-9091-8940.

ALVIN STERLING

To grace your table beautifully...correctly... for every occasion...



Lifelong association with sterling silver makes your choice of pattern all-important. Alvin Silver patterns are as flawless in craftsmanship as they are in style . . . and being sterling, they last a lifetime.

SEE THEM AT YOUR JEWELERS

FREE

We will be pleased to send complete descriptive price lists of our patterns. Check those desired and mail with name and address.

<input type="checkbox"/> CHASED ROMANTIQUE	<input type="checkbox"/> BRIDAL BOUQUET
<input type="checkbox"/> ENGLISH ROSE	<input type="checkbox"/> MARYLAND
<input type="checkbox"/> MAYTIME	<input type="checkbox"/> DELLA ROBBIA
<input type="checkbox"/> MASTERCRAFT	<input type="checkbox"/> ROMANTIQUE

THE ALVIN SILVERSMITHS
Makers of Exclusive Silver Designs for 30 Years
PROVIDENCE • RHODE ISLAND

ORIGINALS...WITH THE ACCENT ON JADE



Gump's
SAN FRANCISCO • HONOLULU

First in America to appreciate the qualities of fine jade...possessing today the world's most famous collection...Gump's is without peer as a source of magnificent jade jewelry and jade-trimmed accessories.

Bag, an original, 60.00. Bracelet, 900.00.

Cartier, Inc.

H.M. THE KING OF ENGLAND
JEWELLERS BY SPECIAL WARRANT

Cartier Pearls
as they arrive from India

~ from the waters of the Persian Gulf that yield the most superb and flawless of pearls, and strung in a special way on silken thread, tasselled and topped with silvered cord. Each of these perfect gems will be mounted with the Cartier unquestioned chic and elegance. ~ A single pearl of great beauty is centered in this diamond clip.

Cartier Jewels shown at the San Francisco and New York World's Fairs

FIFTH AVENUE AND FIFTY-SECOND STREET, NEW YORK CITY

SOCIETY

(Continued from page 42)

ENGAGEMENTS

SAN ANTONIO

Woodhull-Cochran—Miss Anne Woodhull, daughter of Mrs. Eloise Thomson Woodhull, of San Antonio, Texas, to Mr. William Shepard Cochran, junior, son of Mr. and Mrs. William S. Cochran, of Houston.

SYRACUSE

Thompson-Bosworth—Miss Marian Thompson, daughter of the late Mr. and Mrs. Eugene A. Thompson, and Mr. Robinson Bosworth, of East Saint Louis, Illinois.

TULSA

Mayo-Feagin—Miss Lillian Margery Mayo, daughter of Mr. and Mrs. John Danel Mayo, to Mr. Donald Ryan Feagin, son of Mr. and Mrs. N. Barney Feagin.

WASHINGTON, D. C.

Burke-Lind—Miss Barbara Burke, daughter of United States Senator Edward R. Burke, of Nebraska, and Mrs. Burke, to Mr. Lewis M. Lind, son of Mr. and Mrs. Herman Lind, of Cleveland, Ohio.

WATERBURY

Fielding-Noble—Miss Elizabeth Taylor Fielding, daughter of Mr. and Mrs. William Ellery Fielding, to Mr. F. Dutton Noble, son of the late Frank B. Noble and Mrs. Noble.

WILMINGTON

May-Hoover—Miss Nancy Aline May, daughter of Mr. and Mrs. Benjamin Mackall May, of Kennett Pike, Greenville, Delaware, to Mr. Gordon Phillips Hoover, of Grosse Pointe, Michigan, son of Mr. Edwin K. Hoover, of Grosse Pointe, and Mrs. O'Donnell Hoover, of New York.

WEDDINGS

NEW YORK

Brown-Goddard—On March 11, Mr. Manning Barrett Brown, of Darien, Connecticut, son of the late Mr. and Mrs. Lewis Blanchard Brown, and Miss Margaret Quinby Goddard, daughter of Mr. and Mrs. Stanhope Scott Goddard, of Collender's Point, Noroton, Connecticut.

Draper-Guggenheim—On March 1, in Port Washington, Long Island, Mr. George T. Draper, son of Dr. George Draper and of Mrs. Tuckerman Draper, of New York, and Miss Nancy Guggenheim, daughter of Mr. Harry F. Guggenheim, former Ambassador to Cuba, and of Mrs. Harold Matzinger.

Merrill-Desmore—On March 8, in New Orleans, Louisiana, Mr. Charles Edward Merrill, of New York, Southampton, Long Island, and "Merrill's Landing," Palm Beach, Florida, and Miss Kinta Desmore, of New Orleans.

Taylor-Earnshaw—On February 25, in the chapel of the Cathedral of the Incarnation, Garden City, Long Island, Mr. Lawrence Huntington Taylor, son of Mr. George Vanderbilt Taylor, of Greenwich, Connecticut, and Miss Rosalind Earnshaw, daughter of Mr. and Mrs. Geoffrey Strange Earnshaw, of New York and Garden City, Long Island.

BALTIMORE

Gerwig-Bowman—On March 19, Dr. Walter Henry Gerwig, junior, and Miss Olive Bowman, daughter of Mr. and Mrs. Isaiah Bowman.

BOISE

Shaw-Hearne—On February 19, Mr. Delbert McKean Shaw, son of Mr. and Mrs. Ernest L. Shaw, and Miss Marion Annabel Hearne, daughter of Mr. and Mrs. Walter Hearne.

BOSTON

Goldstone-Kilham—On March 3, Mr. John Lewis Goldstone and Miss Jeannette Kilham, daughter of Mr. Walter Harrington Kilham.

LYNCHBURG, VIRGINIA

Goode-Abbot—On February 25, Mr. Maury Reade Goode, junior, son of Mr. and Mrs. Maury Reade Goode, and Miss Elizabeth Dexter Abbot, daughter of the late William Richardson Abbot and Mrs. Abbot.

Thomas-Mount—On March 4, Mr. William Otey Thomas, son of Mr. and Mrs. Fletcher Otey Thomas, of Bedford, and Miss Eliza Hull Mount, daughter of the late William Dye Mount and Mrs. Mount.

WEDDINGS

PHILADELPHIA

Auchincloss-Wainwright—On April 15, in Ambler, Pennsylvania, Mr. Richard Saltonstall Auchincloss, son of Mr. and Mrs. Charles C. Auchincloss, of New York, and Miss Mary King Wainwright, daughter of the late Clement Reeves Wainwright and Mrs. Wainwright, of Ambler.

Purviance-Barry—On March 11, Mr. John Nelson Purviance, son of Mrs. Peregrine Wilmer, of Germantown, Pennsylvania, and of the late John Nelson Purviance, and Mrs. Mary Allison Reed Barry, daughter of Mrs. Alan H. Reed, of "Arboretum," Wyncote, Pennsylvania.

Stackpole-Paine—On March 4, Mr. James Hall Stackpole, son of Mr. Harry S. Stackpole, of Saint Marys, Elk County, Pennsylvania, and Mrs. Reilly Paine, of Paoli, Pennsylvania, daughter of Mr. and Mrs. Joseph H. Reilly, of Philadelphia, Pennsylvania.

ROXBURY

Tompkins-Ayres—On February 4, in Christ Episcopal Church, Roxbury, Connecticut, Mr. Joseph Gordon Tompkins, son of Mr. and Mrs. Ralph S. Tompkins, of Newburgh, New York, and Miss Margaret Fancher Ayres, daughter of Mr. and Mrs. Francis Oliver Ayres, of Roxbury.

SAINT JOSEPH, MISSOURI

Binswanger-Rainalter—On February 3, Mr. Melvin E. Binswanger, son of the late Simon Binswanger and Mrs. Binswanger, and Miss Ada Lillian Rainalter, daughter of the late William John Rainalter and Mrs. Rainalter.

SAINT LOUIS

Pelton-Culver—On February 4, in Saint Louis, Missouri, Mr. Frank Edmund Pelton, junior, son of Mr. and Mrs. Frank Edmund Pelton, of Herkimer, New York, and Miss Dorothy-Lee Culver, daughter of Mr. and Mrs. Edwin Raymond Culver, junior, of Saint Louis.

SAN ANTONIO

Maury-Wilson—On February 4, Mr. Alfred B. Maury and Mrs. Josephine Browne Wilson.

SAN FRANCISCO

Awl-Spreckels—On February 20, in Reno, Nevada, Mr. Elmer M. Awl, of Santa Barbara, California, and Mrs. Adolph B. Spreckels, of San Francisco, California.

Shannon-Oliver—On February 8, Mr. Adrian Foote Shannon, son of Mrs. Victor Frederickson, of New York and Alenhurst, New Jersey, and Miss Mary G. Oliver, daughter of Mr. and Mrs. Edwin Letts Oliver, of Piedmont, California.

TULSA

Kennedy-Savage—On February 8, Mr. Samuel Grant Kennedy, junior, son of Dr. Samuel Grant Kennedy, and Miss Marian Savage, daughter of Mr. and Mrs. S. E. Savage.

Koontz-Boswell—Mr. Frederick Bowers Koontz, junior, son of Mr. and Mrs. Frederick Bowers Koontz, and Miss Ann Boswell, daughter of Mr. A. Y. Boswell, junior.

WEDDINGS-TO-COME

NEW YORK

Pardee-Evans—On May 12, in Trinity Church, Hewlett, Long Island, Miss Althea Pardee, daughter of Dr. Harold E. B. Pardee and Mrs. Pardee, of New York and Lawrence, Long Island, to Mr. William A. Evans, junior, of Greenwich, Connecticut.

PHILADELPHIA

Fuller-Ogelsby—On June 10, in the Church of the Good Shepherd, Rosemont, Pennsylvania, Miss Elizabeth Dean Fuller, daughter of Mrs. Sara K. Fuller, of Bryn Mawr, Pennsylvania, and of Mr. Walter Dean Fuller, of Penn Valley, Pennsylvania, to Mr. Charles Warwick Ogelsby, son of Mr. and Mrs. William P. Ogelsby, of Germantown, Pennsylvania.

Jones-Etherington—On June 2, in the Ardmore Presbyterian Church, Ardmore, Pennsylvania, Miss Elizabeth Cramp Jones, daughter of Mr. and Mrs. C. Clothier Jones, of Ardmore, to Mr. Frederick Hubbard Etherington, son of the late Burton Hazell Etherington and Mrs. Etherington, of Germantown, Pennsylvania.

Mayer-Zug—On April 29, in the Memorial Church of Saint Paul, Overbrook, Pennsylvania, Miss Anne Wharton Mayer, daughter of Mrs. Henry C. Mayer, of Overbrook, to Mr. Harry Coover Zug, son of Mrs. Charles Keller Zug, of Chestnut Hill, Pennsylvania.

AFTER DARK

Black, as night itself, Café Rico was discovered by all New York last fall. Hostesses, maitres d'hotel, formally introduced their guests to the first demi-tasse coffee to come to this continent. The very idea, itself—serving a liqueur coffee—was provocative. And to savor the heady bouquet and rare flavor of Café Rico for the first time was definitely an experience, one to remember and enjoy again and again.



No other coffee creates an after-dinner mood like Café Rico. Something of its tropical Puerto Rican heritage; its courtly old-world history; the mystery of its newness to your taste awakens a glowing response.

"Mellow as old cognac," was the masculine tribute to Café Rico. Indeed, old-world connoisseurs decreed long ago Café Rico was to be enjoyed exactly like a fine liqueur . . . perfectly black . . . the soul of coffee in a tiny cup.



AFTER DAWN



It's another continental custom—a small, steaming cup of black coffee upon arising. A grand awakening awaits you with your first pre-breakfast cup of soothing, stimulating Café Rico. It's a perfect prelude to a perfect day.



Café Rico

The after dinner Coffee of Royalty

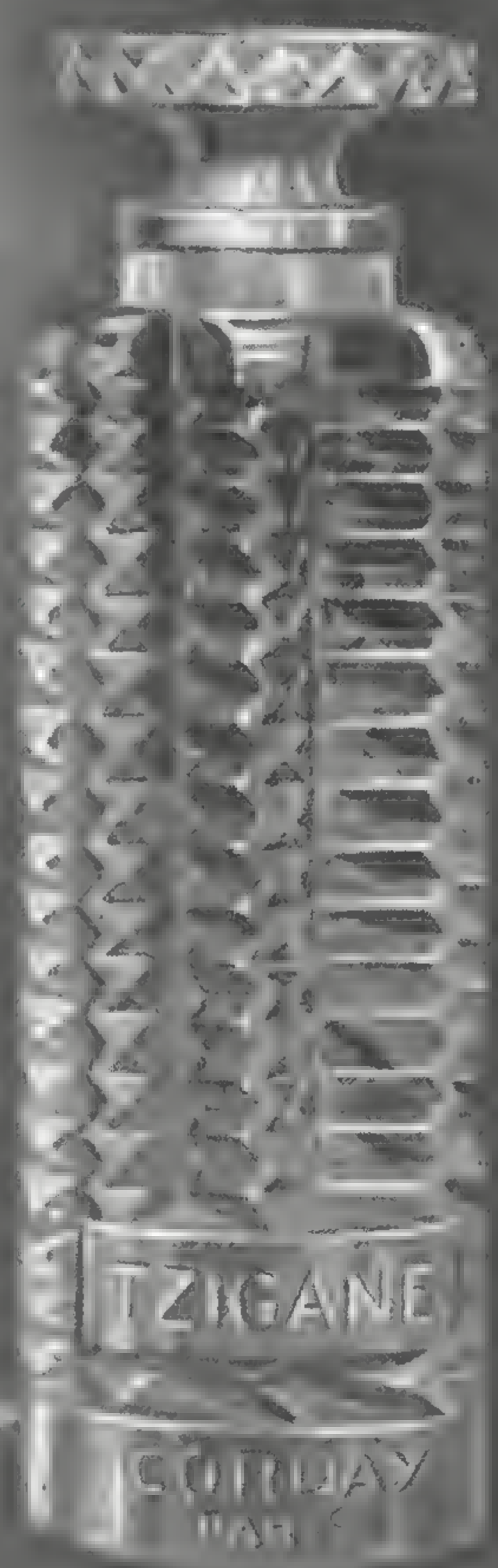
Café Rico is grown, roasted, and packed in Puerto Rico by Cafeteros De Puerto Rico. The Paton Corp., 630 Fifth Ave., N. Y. C., sole U. S. distributor.

Visit Puerto Rico this spring. Crimson flamboyant blossoms blanket the island. Trade winds temper the tropic sun for perfect beach-life. Mountain trails invite adventure!

ASK FOR CAFÉ RICO IN YOUR FAVORITE STORE (List below is only a partial one)			
Aiken, S. C.....Hahn & Co.	Beverly Hills, Calif.Scarlett's	Charleston, W. Va.Londree's Downstairs Grocery	Detroit, Mich.G. & R. McMillan & Co.
Asheville, N. C.Charlotte St. Grocery	Boston, Mass.S. S. Pierce & Co.	Charlotte, N. C.Lentz & Sigmon	El Paso, Tex.....White House
Augusta, Ga.H. J. Markwalter's Sons	Buffalo, N. Y.Henry Ziemer & Co. • Adam,	Chicago, Ill.Marshall Field & Co., Con-	Evanston, Ill.Smithfield Foods Inc.
Baltimore, Md.Hochschild, Kohn	Cambridge, Mass.Mel drum & Anderson Co.	Frankfort, Ky....J. S. Noonan	Indianapolis, Ind.P. O. Powers Food Market
Bay City, Mich.Chas. T. MacBrideE. R. Sage	Cincinnati, OhioDizie Terminal Food Shop	Los Angeles, Calif.Westwood Village Market •
		Clayton, Mo. Wm. A. StraubYoung's Market Co.
			Memphis, Tenn.Arthur N. Seessel
			Muskogee, Okla.Art Pemberton
			New Haven, Conn.The Edward Malley Co.
			New Orleans, La.A. M. & J. Solart, Ltd.
			Oshkosh, Wisc. Lennon Bros.
			Pasadena, Calif.Jurgensen's Fine Foods
			New York, N. Y.B. Altman & Co. • R. H. Macy & Co. • Jas. McCreery & Co. • Gimbel Bros. • Daniel Reeves
			Pittsburgh, Pa.Kaufmann's Dept. Store
			Rochester, N. Y.Sibley, Lindsay & Curr Co.
			St. Louis, Mo.Hardesty Gro. Co.
			San Antonio, Tex.Adler's
			San Francisco, Calif.L. D. McLean Co.
			Spartanburg, S. C.Adair & Little
			Syracuse, N. Y.Styan & Meatyard, Inc.
			Toledo, Ohio The Lion Store
			Topeka, Kans.Fritton Gro. Co.
			Victoria, Tex.. Crown Grocery
			Wilmington, Del.Parkinson's

A NEW PARFUM BY CORDAY... MASTER PARFUMEUR

FLACON BY RENÉ LALIQUE



Zigane
for the Gypsy in Your Soul

CORDAY

15 RUE DE LA PAIX PARIS

A Most Attractive Face!



-and a Most Intriguing Figure!

PREPARE to be envied when you drive an Olds. There's something about this car that attracts attention—not the flashy kind, but the admiring glance that says, "I'd like to own a car like that!" And you'll like it even more when you drive it. Olds handles so easily—responds so readily—runs so smoothly and quietly that there's really no effort at all to driving. You can have all this beauty and luxury at surprisingly low cost. The Olds Sixty sedan with built-in trunk sells for \$106 less than last year's lowest-priced Olds trunk sedan. Other models are similarly low in price. See and drive this attractive car. On the face of it, "You Ought to Own an Olds!"

\$777[☆]

☆ And up, delivered price at Lansing, Mich., subject to change without notice. Price includes safety glass, bumpers, bumper guards, spare tire and tube. Transportation, state and local taxes, if any, optional equipment and accessories—extra. General Motors Instalment Plan. • A GENERAL MOTORS VALUE

OLDSMOBILE

SERIES SIXTY • SEVENTY • EIGHTY



Let the Crane mark in paper be your guide

IT IS AS SIGNIFICANT AS STERLING ON YOUR SILVER

When you are planning your wedding and choosing the silver with which you will be dowered, you think in terms of sterling. For sterling is the standard in silver — made to a standard fixed by law that requires 92½% of pure silver. And when you look at silver, you look for the sterling mark, for it is your assurance of full weight and full value. • In selecting your wedding invitations and all your paper trousseau, there is a mark to look for, too — the mark of Crane. For Crane's Fine Papers — like sterling silver — are made to a standard. It is a standard, not fixed by law, but by tradition and pride of one family these 138 years. They make paper today — as they always have made it — of nothing but cotton and linen fibres — then and now the most enduring materials from which paper can be made. • To this tradition of quality is added the Crane genius for making beautiful paper . . . paper you are proud to use . . . paper that speaks for you as you would speak for yourself.

In selecting your paper trousseau, ask your stationer to show you his book of Crane Wedding Papers. Here you will find Crane's Kid Finish Naturel, in several sizes, for your invitations and announcements. For your thank-you notes, new house paper, correspondence and calling cards, he has Crane's in wide variety and will gladly offer you suggestions for their stamping and monogramming.

Crane's

FINE PAPERS

MADE IN DALTON, MASSACHUSETTS

SINCE 1801

Vogue

COPYRIGHT 1939.

THE CONDE NAST PUBLICATIONS, INC.

incorporating Vanity Fair

APRIL 15, 1939

Vogue covers the town, 38-41

Society, 42, 44

Vogue's-eye view of the country, 49

Slacks and skirts, 50-59

Slacks and—, skirts and—, 60-61

Miss Dolores del Rio, 62

Conversational kleptomania, 63

Girl-queens of Cambodia, 64-65

Lady Williams-Taylor at home, 66-69

The heavy-headed look, 70-71

They pack them in, 72-73

Vogue's spot-light, 74

Féfé's Monte Carlo, 75

Bérard designs beds, 76-77

Bright country shoes, 78

Country tip-offs, 79

Paris ideas for new beds, 80-81

Paris cottons, 82-83

Young ideas in decoration, 84-85

Divided interest, 86-87

Three new foxes, 88-89

A decorator looks at California, 90-93

Fine weather for suits, 94-95

Made for each other, 96-97

Shop-hound—country style, 98

Discoveries in beauty, 100-107

New silver stars, 120

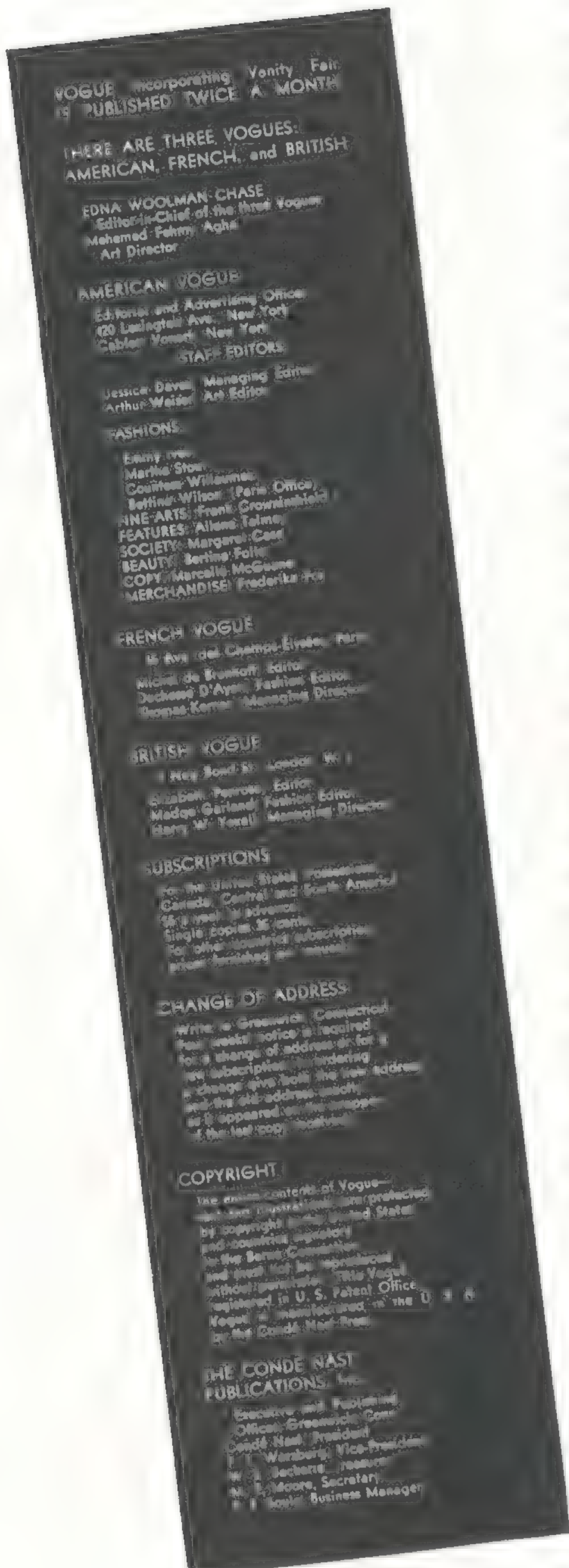
Vogue's travelog, 26-33

School directory, 34-35

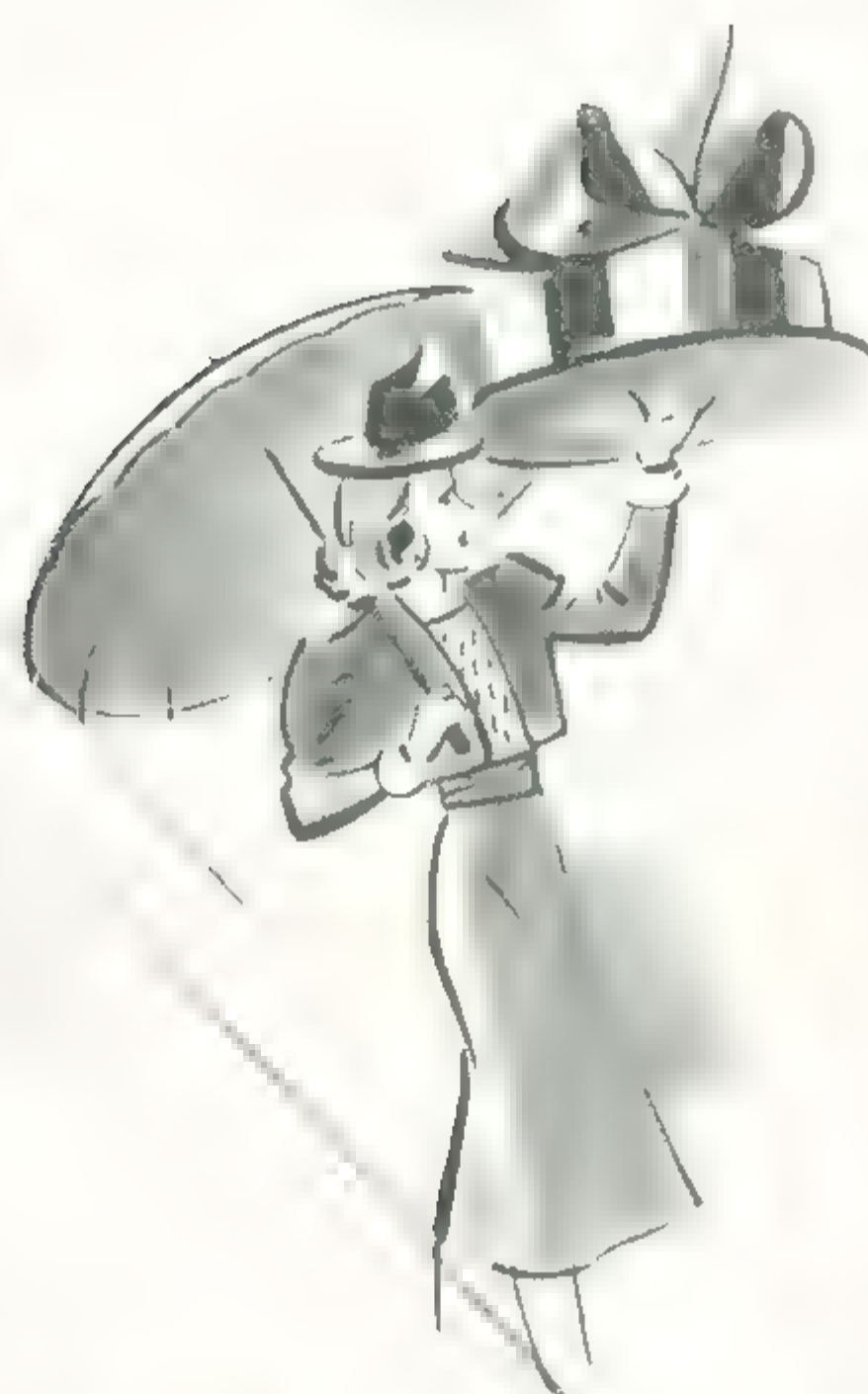
Vogue's address book, 36-37

The shops of Vogue, 38-42

Gourmet's guide, 43



Sharkskin slacks and buttonless jersey shirt (both of Celanese), turban and Moroccan slippers; Lord and Taylor. Jewels; Olga Tritt. Tahiti make-up; Germaine Monteil



"GOOD-TO-EAT" SHOWERS

Disclosed here are all the latest and gayest hows, whens and whats about pantry-shelf showers of foods and fixings for brides and not-just-brides.



1 In plantation days down south, the gift of the bride's folks was often—a cook. A jewel of a cook, primed by mama, with all the family's culinary secrets! This year's crop of brides are almost as lucky. We refer to the current popularity of the Pantry-Shelf Showers of Heinz 57 ready eatables. These Heinz foods are cooked by many of the same recipes and with the same artful skill as the "wedding cooks" used long ago. But brides have no monopoly on the Pantry-Shelf Shower. Others eat, too, as for instance—

2 Let's say we're a young thing, going back to school after spring vacation. We're not! But if we were, nobody could think of a finer party present for us than a feast-box (usable hat box) bursting with wherewithal for spreads. Heinz Soups (the next best thing to a trip home), Heinz Oven-Baked Beans with pork and molasses (Bostonian as Harvard), Heinz tomato-sauced Spaghetti, Ripe Olives and the like.

3 We might be celebrating a wooden wedding anniversary (provided we'd been married five years). In which case, who wouldn't be thrilled to receive a big wooden salad bowl and half a dozen small wooden bowls for individual service. The whole thing should be nested around an assortment of Heinz four kinds of aged-in-the-wood Vinegars—(cider, malt, pickling and tarragon), Heinz Pure imported Olive Oil and such sundry "57" pickles and relishes as are needed to brighten salad courses.

4 At a housewarming, we might find a pretty special kind of welcome if we appeared complete with a cellophaned basket of scallop shells—six baking shells arranged over a bevy of tins of deliciously creamy Heinz Cooked Macaroni with cheese. There should be a tin of shad roe, and recipe attached, suggesting that the macaroni and shad roe be mixed and served together in scallop shells. (If you haven't tried this golden-crustad combination—life has practically passed you by.)*

5 As for these 108,000 (approximately) Brides of April—probably there isn't one of them who wouldn't be pleased as Punch with a Pantry-Shelf Shower of Heinz ready-to-serve delectables. Heinz luxurious prize recipe soups are most popular of all pantry-shelf fittings. If you can snare an old-fashioned covered soup tureen—do send it along with an assortment of Heinz Home-style Soups. Append directions for several inspired soup combinations—such as Potage St. Martin (one tin Heinz Cream of Mushroom heated with one tin Heinz Cream of Oyster Soup).*

** Heinz Eater's Digest book teems with dozens of clever, quick-trick recipes. For your copy, write (and send a dime) to H. J. Heinz Co., Dept. V-4, Pittsburgh, Pa.*

VOGUE'S-EYE VIEW OF THE COUNTRY



HENRY ROX

What could be more vernal than the country scene above,
embodying, as it does, romance and the bursting bough
and the apple-cheeked life?

Doesn't it give you ideas
about breaking away and becoming, even momentarily, a lady rustic?
Well, those ideas are nothing to the ones
you'll have after you've leafed through this issue.

You'll be a lady rustic with an Air
when you climb into tailored slacks or pretty, childish skirts
and add, say, a short sweater that shows your ribs, or a hip-long cardigan,
or a gingham brassière, or a child's innocent white blouse.

(All of which you will meet in the cloth on these pages.)

When you stroll with your blissfully unleashed dog, your shoes bright as vegetables.
When you dine under rafters in tremendously full jersey slacks,
or dance in a pictorial peasant dress, or a Confederate-belle froth.

When you welcome guests to your country house,
for which you have borrowed ideas, perhaps, from Nassau or California.
After perusing this issue, you'll never be out on a limb for country ideas.
And you'll probably feel like taking the first road back to the land.



Slacks and Skirts *for country living*

|T'S April again, and every city seems a fake, every seed catalogue reads like Literature, every push-cart full of hyacinths prods you to get out of town, away to simple things. You want green acres underfoot, strong sunlight on your face, a trowel in your hand, and...being a woman...some new slacks, skirts, sweaters, shirts, tennis and golf things on your back.

SLACKS. Whatever else you have, you'll want—if you weigh under a hundred and fifty—a pair or two of slacks. They've come a long way from their early duck-pants beginnings, they're an accepted part of nearly every wardrobe to-day. Where you wear them depends a little on where you live. On the Riviera, you go anywhere in them any hour of the day or night—in de luxe versions, they appear in the casinos in the evenings. For English country week-ends, you would be more conservative. In California, you go in for them whole-heartedly. Dozens of smart women wear them on Palm Beach golf courses, but if your own golf club is on the formal side, under the ægis of the Old Guard, you might think twice before playing in them.

On your own property, you practically live in them, wear them to loaf around the swimming-pool, to potter around the place, to prune and plant or read or play croquet or badminton. On the beach, they ward off sunburning. On small boats, they don't get whipped around the rigging with every breeze. (On ocean liners, they're usually restricted to the sports deck.) For dinner at home in the country, they're almost a uniform—some, like the long, red culottes below, are almost entirely indistinguishable from skirts.

One Iron Rule about slacks—insist that they are well-cut and well-creased. Not necessarily tailored like a man's—after all, your figure isn't the same. And keep an eye out for firm materials—heavy linens, flannels, sharkskins, gabardines that hold a crease. If you have Hips, try wearing that long cardigan on page 52—good disguise. Or, for dinner, a flaring tunic above your



**Opposite: Country slacks of flannel;
crazy foulard shirt. Saks-Fifth Avenue.
Dorothy Gray's new Sierra Gold Make-Up**

slacks. In the early, experimental days, slacks too often were accompanied by too mannish accessories. A blouse, with soft fullness (like that on the cover), whopping big jewels, and ornamental turbans are good foils for slacks. And—please—never, never anything but low heels, except at night.

SEPARATE SKIRTS. One formula the entire country will follow this summer is the separate-skirt-plus-a-change-of-tops. Morning, noon, and night, you'll want separate skirts: chipper peasant skirts gathered on wide waistbands; pleated skirts; the new, flaring, umbrella skirts; plaid, checked, striped skirts; classic button-down-the-front skirts; pretty childish beach skirts (often instead of shorts); and separate dinner-skirts.

You'll put on a grey-and-red plaid gingham skirt and rib-revealing bandeau, for wandering around your place mornings. Or a red linen skirt, pleated widely, with a long white jersey pull-over. (Both on page 61.) You'll wear a candy-striped skirt of linen, topped with a bright blouse (page 58) when you garden. Or a hardy ticking skirt, with a shirred white blouse, when you go to the village. You'll bask in the sun in a circular white linen skirt and a bareback top of lilac linen (page 57). You'll lunch in a skirt striped as flamboyantly as a beach umbrella (page 59), or in a chocolate wool pleated skirt and a chocolate-and-white dotted blouse, joined by a red belt. (Continued on page 142)



COUNTRY DAY IN SLACKS

- Shorter slacks (above) of gay green-and-white striped linen; Cotton Shop
- Longer cardigan (left) in yellow; grey flannel slacks; Bergdorf Goodman
- Sailor's delight (opposite). Hooded jacket of Wamsutta Parka cloth; Wamsutta Flecker slacks. Abercrombie and Fitch; Marshall Field. Lugene sun-glasses

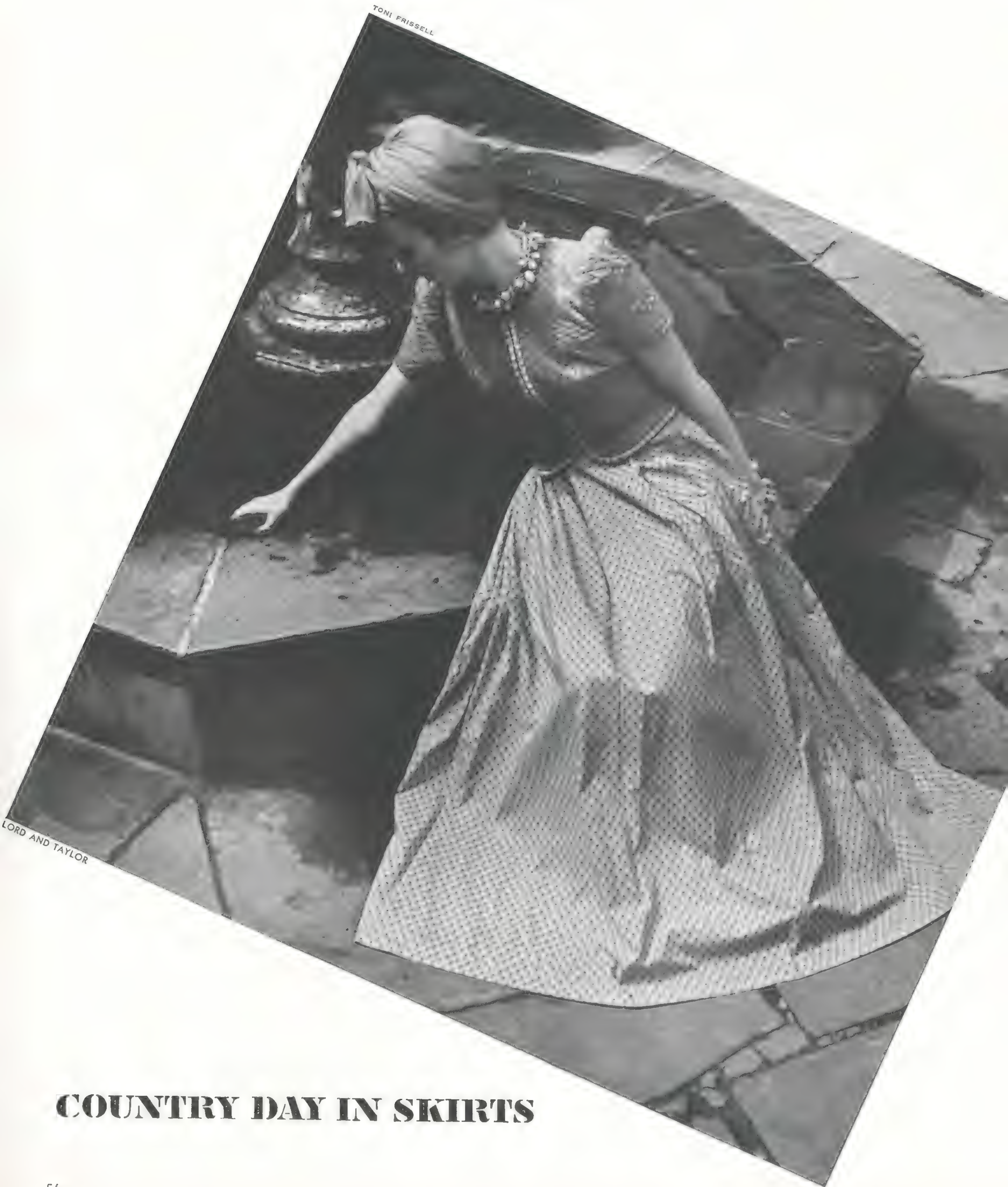






TONI FRISSELL

SLIM SLACKS. Above, white linen ones with a blue terry-cloth band; a rib-length red-and-white sweater. Peck and Peck. Opposite: Straw-coloured slacks and a rural windbreaker of shantung; a brown-and-white checked shirt. From Henri Bendel



COUNTRY DAY IN SKIRTS

(Right) More graceful than shorts—and more likely this year—a circular white linen skirt for your country rounds. A cool lilac linen top (bare back when you like) grows out of a green waistband

(Right, second) Full as cook's apron, and bibbed just like it, a pinafore play-dress of green-and-white striped sheer linen. Under it, you wear one-piece green linen shorts. (Notice—*long sleeves*)

(Down in the corner) Marketing for a mop, a very, very young and candid sort of thing with round baby collar and lots of tucks and rickrack. Skirt, navy-blue DuPont rayon. Play-suit, pin-dotted cotton

(Directly below) Ticking makes a hardy skirt for country chores and country play. It's strawberry-pink and white, full and free, but snug around the middle. White rayon blouse Shirred with "Lastex"

(Opposite) Charming dinner-guest for a country-house, Colonial red-and-yellow Ameritex percale with quilted jacket, jerked back to the present with a Talon fastener and a bound-up jersey turban



MARTHA WEST



SAKS-FIFTH AVENUE



RUSSEKS



LORD AND TAYLOR

BONWIT TELLER • BULLOCK'S-WILSHIRE, CALIFORNIA



TONI FRISSELL



ABERCROMBIE AND FITCH • NEIMAN-MARCUS

CANDY-STRIPED SKIRT. Like a piece of hard candy, this Moygashel linen skirt is striped chartreuse and lavender. The chartreuse blouse buttons down the back

JOCKEY SHIRT. Plum and chartreuse are the racing colours for this silk jersey shirt—worn with a classic front-buttoned skirt of plum Celanese sharkskin

UMBRELLA SKIRT. (Opposite page) Blue-and-white umbrella stripes mark this Celanese sharkskin skirt. White Celanese jersey blouse; blue sharkskin jacket



SAKS-FIFTH AVENUE



Slacks and-

...an infinite variety of tops. Custom can not stymie a good classic pair of slacks, well mated with shirts. Seeing to things in the morning, or driving to the village, wear the navy-blue pin-stripe flannel slacks with their own shirt, scarf, and rugged white linen jacket. (From Best; I. Magnin, Los Angeles, San Francisco.) For informal lunching, do it differently...with flagrant red blouses or tailored white silk ones



Skirts and—

...plenty of odd bright tops, and some not so odd. Begin with a full, *plaid* skirt, such as this grey-and-red gingham. For warm sunshine, it has a gingham bandeau; in the shade, you'll add the hand-knit cardigan. (John-Frederics.) Or begin with a full, *pleated* skirt, such as this orange-red linen one, with a white jersey pull-over. (Lord and Taylor; Neiman-Marcus, Dallas.) And go on to a bold blue top



CONDÉ NAST ENGRAVING

Miss Dolores Del Rio
from the portrait by Diego Rivera

Number 4 in Vogue's series—"Portrait-Painters of To-day." [Article on page 110]

Conversational Kleptomania

The insidious lure of literary phrases,
irresistible and apt

By G. B. Stern

IT is perfectly possible not to quote. The man, or woman, who adorns his conversation with a rich embroidery of quotation is merely having his fling; and such self-indulgence is perfectly curable from within or without.

But there is another, more insidious way in which we are enslaved by what we read. Every now and then, some odd unimportant phrase, chosen and remembered by who knows what random process of selection, leaps from the printed page, gets itself into the household idiom, settles down there, and makes itself forever comfortable. It can not be flung out again because, however absurd, however trivial, once you have discovered a short cut in speech by allusion, you will never want to trudge the whole distance by the long high road again.

Examples will best show what I mean. We quote from, let us say, Hamlet: "Whether 'tis better in the mind to suffer," and so forth, but we could just as easily conduct daily conversation with Hamlet eliminated, not missing it as we should miss using, for instance, that querulous complaint: "Nobody tells me anything"—a familiar sensation, half aggrieved, half joking, of being kept out of the family secrets, which originated with old James Forsyte, father of Soames, brother of Jolyon, created by Galsworthy.

And when somebody employs loose exaggeration to impress us ("Apple-blossom *everywhere!*"), how easy to subdue them with Lady Caroline's airy snub: "Surely only on the apple-trees?" You recognize Saki, of course. Close all the windows and doors, and it still becomes difficult to keep Saki from trickling in. The great and ponderous masters of literature do not supply these savoury odds and ends; they supply quotation, but that is quite different from the intimate collection now on exhibition. "Uncle John, what do you do when you feel *too* well in the mornings?" That, I believe, came out of *Punch*; used ironically, it is of continual value in the home. The picture showed a small boy bouncing up and down on the bed, kicking his heels in the air; Uncle John was shaving, and you could tell from his expression that the question had not arisen, of feeling *too* well in the morning. If somebody chatters during breakfast, in what sounds like a mood of unnatural exuberance, you will find much comfort in remarking drily: "...Feeling *too* well in the morning?" Or even, provided your listener can be trusted to seize the point, merely exclaim: "Uncle John!"

Equally in the spirit of irony is the expression: "Sorry for wolves." I think I first met it in a book by Sylvia Townsend Warner: *The True Heart*. The young heroine of the novel (known among country folk as "an innocent"), during a severe winter,

and in the very depths of her own and local misfortunes, found time to be unnecessarily sorry for those ravening wolves up in the Arctic regions who perhaps might not be getting enough food in the bitter, snowy weather. Here is an indispensable short cut when you wish to intimate that some one is wasting his sympathy for some wholly far-fetched, problematic sorrow: "Oh God, sorry for wolves *again!*"

Every one has his own individual list, of course; this is merely to show how the items get picked up and worked in. And not only is it a question of two can play at that game, but two or more *must* play at it, or the swift convenience is obviously lost. The context of a Hamlet quotation can be universally recognized; but only your circle of initiates, we imagine, will get the idea of "falsely genial in a knitted coat," which occurred in a short story by Sylvia Lynd: A man was having a bad time in the wrong sort of house-party; he describes how the baby was brought in—"falsely genial in a knitted coat." That is precisely the subtle twist of phrase to hail with a shout of pleasure, and which will remain behind when the rest of a story has dropped from your memory. After a visitor has left the room, pleased, no doubt, at having left a good impression: "She's in her knitted coat," you remark, casual and cruel; and that will be enough to sum up the whole of the last two hours.

My urgent desire, when I seem to have been convinced of something, and can not take the trouble to go on arguing, but secretly retain my own opinion, is still to murmur "*Und sie bewegt sich doch,*" which dates from very early childhood. It was my father's favourite quotation; more recognizable, perhaps, translated to the Italian "*Eppur si muove,*" ("And yet it does move"). You will recognize that Galileo said it after he had been forced to recant his discovery that the earth moved round the sun. In any language, it tersely indicates the inevitable obstinacy of the person who knows he is right after he has had to swear he is wrong.

From a more modern source, yet expressing very much the same thing, we get Thurber's weary reply to an argument: "*All* right, you *heard* a seal bark!" I believe the picture first appeared in *The New Yorker*. A husband and wife arguing in bed, the husband wanting to turn over and go to sleep, the wife who will not let him; some strange, delirious fancy has got into her mind, and nothing he said would remove it. At last he gave in: "All right, have it your way, you heard a seal bark!" (Personally I find it necessary to misquote him slightly to get the right inflection: "All right, have it your *own* way, you *did* hear a seal bark!") But there *was* a seal, (Continued on page 141)

Girl queens



TRUMAN BAILEY

of Cambodia

by Mona Gardner

YOU do not come upon Pnom Penh suddenly before you are ready for it. All one day the name lies heavily in your consciousness. All one day, from a blinding dawn until the quick, sooty, Cambodian night shuts down, you are racing over rice-plains, ferrying the muddy Mekong's two channels, and racing again, on and on and on, impelled, forced, magnetized by the idea and the hope of Pnom Penh.

Yes, hope of shade, a bath, of one more of those comforting hotels the French are so adept at setting up, even in a jungle, where casserole chicken and properly aged Roquefort are routine and where Moselle and Rhône wines are almost as cheap as they are in their own valleys. Ah, but the idea—the teasing, tormenting idea: the King's Palace in Pnom Penh! Whether golden horns on houses and silver floors will shine as brightly in broad daylight as they do in fables. Whether the Royal Ballet will coil and wind and shake their jewels like farm girls or like princesses.

Meanwhile, you are being conditioned.

The ground stops beneath the front wheels, and yellow water is there before you, one span of a splendid concrete bridge ahead, and heat-waves between it and the next span on the other side of the river. There are no signs, no warning, only emptiness to suggest there isn't a bridge.

"What if some one comes at night?" I ask, perhaps a little righteously.

"Oh, people do not travel at night much...the bats and the moths get in the way of the head-lights," the driver says equably.

"Has the accident to the bridge just happened?"

"No! Oh, no! The high waters five months ago carried away the centre span. And now, you see, there is no need to fix it because, in another three months, the waters will rise again and carry it off."

So you, and the ferry, wait until a water-buffalo finishes a blissful bath in the ferry slip; and you pass the time by eating *rambutan* and wondering why a fruit looking like a potato should taste like a fig.

The orange blots along both banks and the roadway are priests in saffron robes, moving under the shade of effete saffron parasols. They are affable mendicants, and just a little self-conscious, because they know they are fat and buttered-looking and not far from their last meal. Casually, they beg for food, open their hands for coppers, and ring little bells that no one listens to because they are meant for the *good* spirits.

The infinite paddies are shallow trays of earth, which never curve up, even a little, to meet the sky; and the shining road is like a steel wire strung taut across them. Only a cinnamon-tree or a whiskered banyan, now and then, pushes up the heat-waves and achieves a momentary elevation. The sun presses down until even sound is flattened out, and the birds have no song, and dogs don't bark.

Waiting, and watching, are the earthy-brown Cambodians. There is little of the Mongol in them, for they have round, tolerant eyes, and no urge to bargain. They are the slim remnants of the ancient Khmers, the Aryan tribes from India who trekked into this delta centuries ago—gentle, mystic, sentimental people (Continued on page 139)





MISS BRENDA DIANA DUFF FRAZIER

LADY WILLIAMS-TAYLOR AT HOME

with her daughter, Mrs. Frederic N. Watriss
and granddaughter, Miss Brenda Frazier,
on the terrace at "Star Acres,"
one of Nassau's attractive new houses

ONE of the most prominent new houses in Nassau was built lately by Sir Frederick and Lady Williams-Taylor—grandparents of the photogenic débutante, Miss Brenda Frazier. Every winter for years, Lady Williams-Taylor has been identified with the social life of Nassau, and her house (this is her third in Nassau) is one of the most hospitable in the Bahamas, gathering not only her friends, but the friends of her daughter, Mrs. Frederic Watriss, and of her granddaughter, Brenda, who brought down the whole young crowd from New York this year. Opposite is a snap-shot of Miss Frazier on her grandmother's terrace.

The cornerstone of the new house, "Star Acres," was laid a year ago by His Excellency, the Hon. Sir Charles Dundas, Governor of the Bahamas. It stands high on Prospect Ridge, with a sweeping view of pine-clad hills and blue-green tropical seas to the north and south.

A road of coral winds from the hand-wrought iron gates to the house...a house that is Bahamian architecture at its finest. The roof is of natural cedar shingles, the walls eggshell-white, the shutters and jalousies sea-green. On one side is a spacious patio—sheltered with clusters of palms, looking out onto sloping green lawns, carved stone benches, a lily pool, and masses of vivid bougainvillea and hibiscus. For evening parties, "moonlight-blue" lights throw moonbeam effects over the grounds.

Unusual treasures have been brought from all over the world for "Star Acres." In the west wall of the house is an ancient stone doorway that once was part of Buckingham Palace. In the entrance-hall hangs a Van Somers portrait of Charles II., from a celebrated collection. In a carved niche stands a winged Madonna of rare carved wood, over three hundred years old, brought from the Monastery of the Angels, near Manila. All is reflected in an enormous circular mirror.

The drawing-room, like all the rooms except the library and card-room, has off-white walls. On one wall hangs Simon Elwes' recently painted portrait of Lady Williams-Taylor. On other walls are rare Chinese glass portraits. The wall-lights are antique crystal; the lamps of jade, amber, and amethyst.

In the dining-room hangs a picture Lady Williams-Taylor values more than any in her collection: a picture of the Red Square in Moscow in the time of Ivan the Terrible, painted by Basilis. It was given to her by Mrs. Joseph E. Davies, wife of the American Ambassador to Belgium. In the sea-green card-room, with its jalousied, hidden bar, the walls are hung with innumerable water-colours of Nassau by many famous artists who have been down to the Islands.



NYHOLM



Nassau house of Sir Frederick and Lady Williams-Taylor



SIR FREDERICK WILLIAMS-TAYLOR

Typically Bahamian in architecture is "Star Acres," the house of the Williams-Taylors on the island of New Providence. Above: one view of the exterior with its eggshell-white walls, native cedar shingles, green shutters, and the palm-shaded patio that looks out upon grounds stabbed with flaming hibiscus and bougainvillea.

Opposite are a few views of the interior: the cool, white-walled drawing-room (in this room hangs the portrait of Lady Williams-Taylor shown below), the dining-room, and library...from any window of which one can look upon the brilliant seas of the tropics.

SIMON ELWES' PORTRAIT OF LADY WILLIAMS-TAYLOR





NYHOLM

THE WHITE-WALLED DRAWING-ROOM DECORATED WITH CHINESE JADES, LAMPS, AND MIRRORS

ANTIQUe CRYSTALS IN THE DINING-ROOM



THE WELL-LIGHTED LIBRARY





THE HEAVY-HEADED LOOK

Hat crowns grow bigger. Trimmings more extensive. Result: the heavy-flower-on-frail-stem look admired a few decades ago.

Above, first: Schiaparelli's black straw hat, made massive with black taffeta trimming. Black wool suit. Bergdorf Goodman.

Second: Molyneux's heavy-headed hat of mauve baku, with ostrich dripping off the brim. Brown moire suit. At Jay-Thorpe



HORST

Another of the new top-heavy hats that are weighing down smart heads these days—this time by Agnès. The substantial crown of white felt topples like a beret, almost touching the blue felt brim. With it, Molyneux's spring suit of blue wool, fastened with silver buttons, worn with a shantung blouse in a blue-and-white table-cloth check. Hat and suit at Henri Bendel



KIRSTEN FLAGSTAD IN "TRISTAN UND ISOLDE"

THEY PACK

IF an opera manager had three wishes, he would wish first for productions that would balance in a perfect ensemble, with fine, but preferably not famous, artists. His second wish would be for audiences large enough to make such productions pay. Having used up two wishes, he would discover that the fine artists are almost always famous and that audiences do not pay for artists who are not. With his third wish, he would play safe. He would ask, like Caliban, for a handful of stars. For stars pack them in.

Of all the stars who have been the answer to an opera manager's dream, no one has packed them in more consistently since the days of Caruso and Farrar than Kirsten Flagstad. You have but to hear her and see her as Isolde to understand why. When she sings the *Liebestod* at the end of "Tristan und Isolde," she is no longer an opera singer wearing grease-paint and watching the conductor's beat. She is an Irish princess and a woman. She raises her arms slowly with the gathering momentum of the music, and the great, flexible voice soars over the hundred instruments of the orchestra.

It is almost seventy-five years since the first Isolde sang the Love-Death before an audience in Munich. "Tristan und Isolde" is the greatest love-story ever sung, and there have been other Isoldes, Lilli Lehmann, Milka Ternina, Lillian Nordica, and Olive Fremstad, who packed them in. But it is thirty years since any Isolde has come

along who, like Madame Flagstad, had the power to turn the heart to water and, for the management, the equally important power to make your money burn holes in your pockets.

The figures reveal a modern box-office record. In her five seasons at the Metropolitan Opera, Madame Flagstad has sung Isolde about fifty times, an average of ten a season, in New York and on the road. The Metropolitan takes in about fourteen thousand dollars for a capacity house. Since "Tristan und Isolde" is a capacity draw with Madame Flagstad in the cast, the company has grossed in the neighbourhood of seven hundred thousand dollars on the work in the past five years. No other opera has been done as often by the Metropolitan, and it is no exaggeration to say that, if there had been no Flagstad for "Tristan und Isolde," the Metropolitan might not have survived its hard times. Only Madame Flagstad sings Isolde these days at the Metropolitan.

Madame Flagstad, naturally, commands the highest fee that the Metropolitan can pay. When the great leveler, the Depression, had come and gone, Metropolitan salaries were stabilized, with a maximum of one thousand dollars a performance. If Madame Flagstad, who had been paid something like five hundred dollars a week her first year in New York, wished to, she could force the Metropolitan to raise her price. It never occurs to her. (Continued on page 133)



LOTTE LEHMANN IN "DER ROSENKAVALIER"

THEM IN



HORST

EZIO PINZA IN "BORIS GODOUNOV"



LAURITZ MELCHIOR IN "SIEGFRIED"

Four who sing
while the box-office rejoices,
by Howard Taubman

VOGUE'S SPOT-LIGHT

by Allene Talmey

THE surprises are the fun of the season, and this season has had several. Practically no one thought that the sight of a stage full of Negroes shagging violently to "The Flowers That Bloom in the Spring" would be box-office; that Frank Fay would do a vaudeville show called, simply, "Frank Fay's Vaudeville," and that it would be wonderful. No one dreamed that the spring of 1939 would be the spring in which Boogie Woogie music, a cousin of Swing, which had flourished underground for years, would pop into sight. No one dreamed that Katharine Hepburn in "Philadelphia Story," Judith Anderson in "Family Portrait," and Tallulah Bankhead in "The Little Foxes," all hard-luck actresses the last few years, would finally get parts in which they could be superb.

Of them all, the best is "The Little Foxes," a harsh, compact play, as smarting as a short smash to the jaw. For the play has all the jabbing cleverness of Lillian Hellman, who knows more about the modified science of play-writing than most of the playwrights, who have been content for the most part, in recent years, to write episodic, disjointed scenes, just to get their point over, and to hell with form. But Miss Hellman is a classicist. She wants the climaxes in the right place, the characters filled out, all of it driving straight for significance. Her well-made play, like a well-made bed, has sharp corners with the ends tucked neatly in. In this play, her characters are a family of meanies, who carried the cruelties of new industrialism into the South of 1900, along with a lot of foxy cunning among themselves.

As the hardest of this diamond-cutting-diamond family, Tallulah Bankhead, who has sauntered through half a dozen plays, flipping away her lines, has suddenly begun acting again. So thoroughly and so beautifully does she do it that she has found herself at last in a hit. Looking like a portrait by Sargent, in a black velvet evening dress and a high pompadour, she acts with brilliance, splashy and shining. Offsetting her is Patricia Collinge, who once created Pollyanna, the glad girl, and now has created poor Birdie, in one of the best acting jobs on Broadway. Much harder than Miss Bankhead's spectacular job, it is a finely worked sampler of the art of acting. "The Little Foxes" is, in fact, the reverse side of Irwin Shaw's "The Gentle People" (in both plays, the gentle souls must finally take steps to keep the foxes from getting all the best vines). No matter what the setting, the South in 1900 or Brooklyn in 1939, the gentle people have to watch out.

Like Tallulah Bankhead, Judith Anderson has the part of her life—Mary, Mother of Jesus, in "Family Portrait," a moving, but not too skillful play about the family of Christ—He never appears. The costumes might be anywhere in any period—Ireland, Spain, or New England. (There is rather a New England rectitude about this whole family.) But it is Miss Anderson who holds the beauty of the play—with her lovely anxiety about her Son—"I'd like Him not to be forgotten."

With its blithe spirit, the Federal Theatre is full of innovations, of hop-scotch jumping ideas—the ideas that people love to hatch sitting around in bars, wishing they had the money to test out whether the ideas are box-office or not. But the WPA has the money, and the ideas turn out to be full of box-office. Private enterprise neglected to do "Pinocchio," but the WPA has produced it, bright with fantasy. It took the WPA to think of "The Swing Mikado," with its four beautiful patches of hot stuff, the rest of it pretty bad singing of Gilbert and Sullivan. But the idea is so box-office that there is now (as this is being written) another Mikado, this one "The Hot Mikado," with Bill Robinson. But the Federal Theatre thought of it first, just as it thought of "The Living Newspaper." That is where the juiciest surprises ripen.

FÉFÉ'S MONTE CARLO is one of New York's newest, gayest, best-lighted, most pack-jammed night-clubs. Every one is talking about Mrs. Tuckerman Draper's modern baroque decorations, the brilliant satin festoons above satin-covered banquettes. Every one is talking about Dick Smart, the singer; the fashion tableaux; the foot-long ash-trays; the shower of coq feathers on the doorman's helmet. Powers behind the Monte Carlo—Felix Ferry and Gene Cavallero of the Colony. The hat in the foreground; Suzy's satin one. From Bergdorf Goodman



Féfé's Monte Carlo - New York's Newest Night-Club



BÉRARD DESIGNS Straight from the paintbrush of that ingenious French artist and designer, Christian Bérard, come these new designs for beds, bed-coverings, and bed-costumes. Unmistakably, they are inspired by the new bedroom elegance in Paris—a feeling for individual *décor*, for extravagantly personal costumes in which a woman might spend, decoratively, her leisure hours.

These five designs, which are keyed to particular types, are not done in the spirit of strictest practicality—however, in each imaginative design, there are ideas that lend themselves to adaptation. Whether you try them or not, you'll be entertained by Bérard's suggestions:



Left: For an exotic brunette—an antique gold and ruby velvet bed, with satin sheets in glimmering pearl tones.

A strapless nightgown of pearl satin, ribbon-run, a substantial necklace of tangled pearls

Right: For a piquant brunette—white satin sheets and coverlet run with bright ribbon; pinned with ostrich plumes.

A simple white satin gown with a printed corselet, an ostrich plume to wave in the hair



Below: For a fresh-faced country beauty—a latticed quilt, blue linen sheets with checked border and pillows.

A white cashmere nightgown run with green ribbon, a diverting, American-Revolution bed-cap of cashmere



Below: For a sleek cosmopolite—black-and-white batiste sheets, a coverlet of cherry satin.

A chiffon-and-lace nightgown with a satin pussy-cat bow, a satin turban hiding the coiffure



Opposite: For an angelic blonde with long hair—a simple white bed backed by angel wings on the wall, starry bed-linen, a tulle-and-satin coverlet.

A delicate blue nightgown and blue hair-bows



1



2



3



4



5



6



7



ERIK NITSCHÉ
8



country tip-offs

HAVE some fun with country make-up. Try, for instance, a good, deep, rosy foundation, oiled eyelids, brilliant lipstick—and that's all. Or, if you're deeply tanned—dark blue eye-shadow instead of oil.

If you've a big evening ahead—but yearn to spend the day outdoors—set your hair yourself, and then turban your head completely with two contrasting fish-net scarfs speared with big gold hairpins. You'll look fascinating—and your hair will be perfectly set for the evening.

If you're in for a few steady hours of sun-glasses, put some eye cream around your eyes. It won't show under the glasses, particularly those oversized goggles, and will do you a lot of good.

If you're a gardening girl, have some of those cream-impregnated gloves to wear under your gardening gloves. A little woolly-fingered fumbling is a lot better than cracked, deeply-grimed hands.

Swing a big hop-sacking bag over your tanned arm—a completely country fabric that will stand a lot of hacking and wear and tear.

Do be sensible about keeping your head out of the sun—bright rays are not meant to pour down on your unprotected hair and the sensitive areas of your face. If you *must* broil indiscriminately—be sure to put a protective oil on your hair, as well as your skin—and wear dark glasses (the best ones you can afford), or you'll find fine squint lines around your eyes in no time—and these are hard to erase.

Do the unexpected whenever possible—garnish yourself and your country simples with great, thumping pieces of important gold jewellery. Wear a gold comb in your hair with your sweaters—your slacks.

Wear string or fabric gloves. Wash them constantly and make a fetish of having lots of them to match all your clothes.

Try to establish some sort of water-drinking ritual—an active outdoor life demands it—a ritual whereby you are sure of taking a specified amount every day. Also try to concentrate on the ash-forming foods—raw fruit and raw vegetables.

Go barefoot, of course, whenever you can—but remember that your greatest benefit is derived from correct walking. Here is a way to establish correct pedal posture. Stand with your heels and toes together. Bend your knees slightly, then turn them (your knees only) as far away from each other as possible. With the knees in this position, slowly straighten your legs, leaning forward until your weight is directly over your toes. You'll notice how your weight is transferred across the outside of the foot and directly across the metatarsal.

If you're spending a day wandering around your own place, cream and massage your feet (just as you would your hands), then pull on your socks and clogs, or whatever. Beautiful feet get a lot of attention and admiration—and remember the beach season is just around the corner.

BRIGHT COUNTRY SHOES

1. On a new heel—square and broad as a block—stands this reversed calf shoe. It's a DeBusschere shoe at Henri Bendel
2. Like a Moroccan “babouche,” the toe of this brightly piped reversed calf shoe turns up. A Delman shoe at Bergdorf Goodman
3. Hilarious colour for an onlooker's red calf shoe, equipped with old-time brass eyelets. Bonwit Teller
4. The new underslung heel and a mud-guard ridge for this sturdy sabot, made of two tones of pigskin. From I. Miller
5. Bright plaid and green kid combine in a festive little sandal for padding around house and garden. I. Miller
6. Midnight-purple kid makes this early-morning moccasin, softer than any Indian's. At Saks-Fifth Avenue
7. Chartreuse satin folded and tied in back; a kid wedge, for this new gipsy evening boot. Saks-Fifth Avenue
8. Fabric striped as gaily as a beach chair makes this sandal. Its sole keeps feet above sand level. Find it at Best



ROSE SATIN BED DESIGNED BY JANSEN



Lady Mendl's beautiful, canopied Regency bed is totally covered with quilted white satin. Headboard, canopy, back-drop, side-curtains, everything but the sable rug are of delicate white satin, stitched all over in fine design



Madame A. P. Pestalozzi's bed is upholstered in white English cotton damask with satin borders; flowers garland the headboard; the voile baldachin is crowned with ostrich plumes. Designer: F. Roger-Cornaz

WIDE-AWAKE PARIS IDEAS FOR NEW BEDS



The Princesse Jean-Louis de Faucigny-Lucinge's Gothic-rococo bed is covered with silvery blue velvet...even to the carved scrolls. (Notice the rosaries, and the rabbit couvre-pied.) Designer: Jean Schlumberger



The Comtesse de Montgomery uses her ivory satin bedroom as a small salon. The walls are quilted with satin; the bed is an enormous divan. In contrast to the white field, two blackamoors. Designer: Jansen

THE Anglo-Saxon word "bed" is almost too frugal and unadorned to describe the beautiful pieces of furniture on these pages. They are five of the most original beds in Paris...and originality is much sought after. Any period is fair game, from Gothic to modern, when you delve for material to prove your originality. Canopies are soaring, with a twentieth-century air—and you'll be grateful for "baldachin"—wonderful word for canopy. You'll be spurred on by white ostrich plumes, garlands of artificial flowers, blackamoors against white satin, a telephone-table built into a Gothic bed. Your own ideas may jump all the way from rabbit to sable, for a *couvre-pied*. Surround yourself with your favourite colour. Three Frenchwomen use ivory-white, one likes silvery-blue. In the satin Bed of Roses (above, on the page opposite), even the Annek lingerie and sheets are pale rose. It's new to cover the carved wooden headboard with fabric. But there are no rules...one inspired soul has turned a beautiful wooden door-frame into a bedstead, and merely painted it grey and pastel.



NEPO

Paris Cottons Against a New Paris Décor



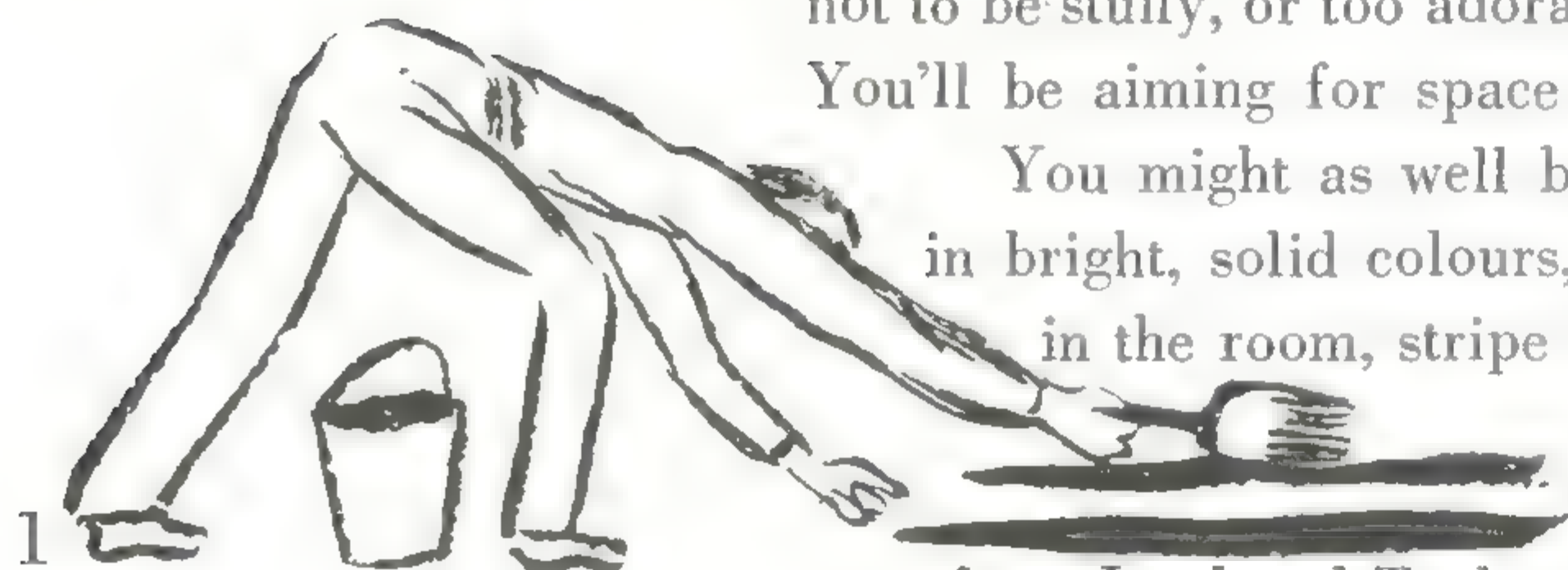
Elizabeth Arden's new Paris salon is the background for these new cottons...delicate, feminine, fresh. Raymond Nasenta designed the décor, Vertès the gold cupid murals cut into the white plaster. (Other salon pictures on page 130.) Above: Chanel's bolero dress in white piqué, eyelet-embroidered with daisies. Red-and-blue leather belt. Piqué flowers. Opposite: Balenciaga covers you to the throat and the wrists, in two dresses that measure yard after starched yard at the hem. The first is of old-fashioned embroidered white lawn, with peplumed jacket. The second, embroidered white glazed chintz

Young Ideas in Decoration

MAYBE you're just married, and facing the big, big world in a tiny new apartment. Maybe you're living in the same place you've lived in for years, but tired of looking at the same winter-y walls and curtains. The idea of Decorating Your Apartment frightens you, and, besides, you haven't the money to do anything more constructive than buy a new ash-tray. By all means get the ash-tray then, or do one of the frugal tricks we've gathered here for you.

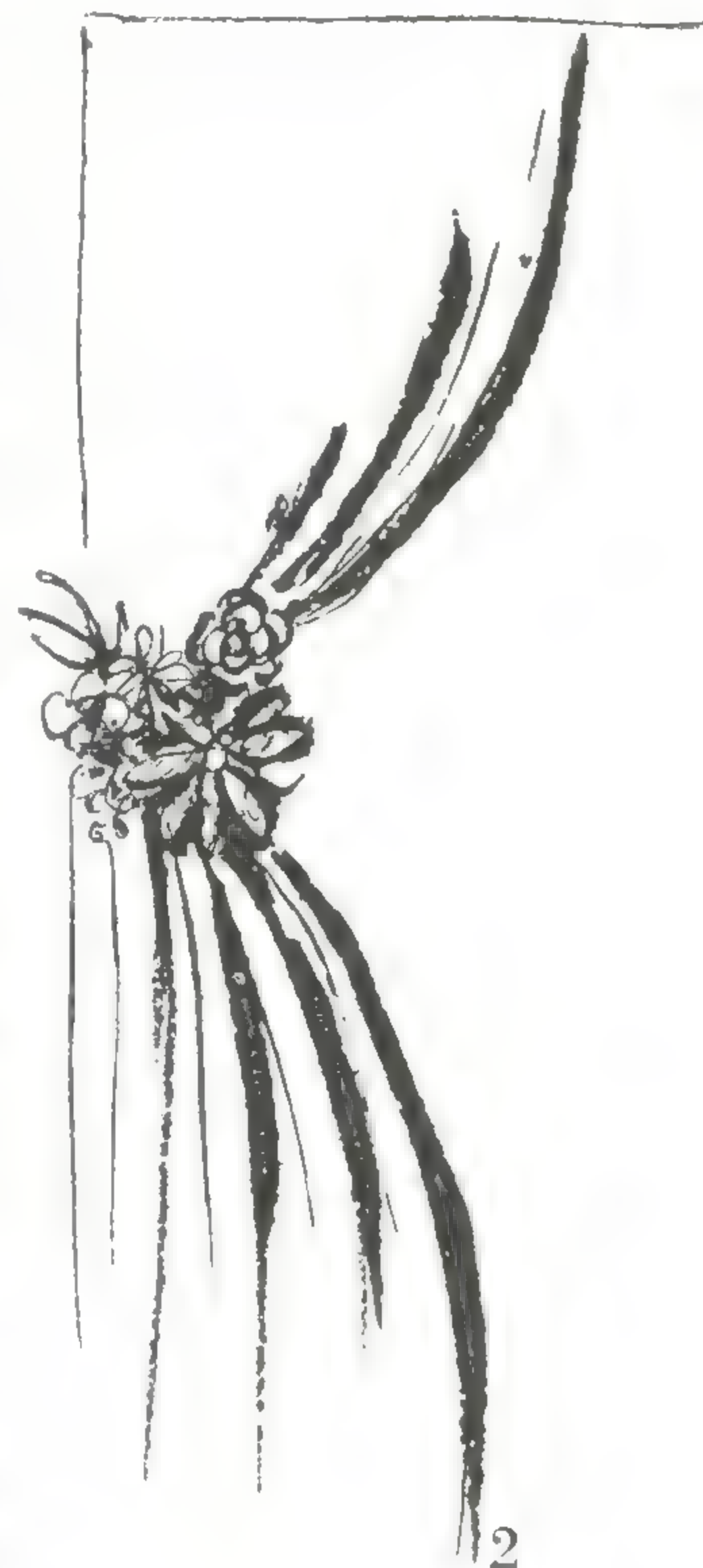
Lay down some definite rules for yourself—not to be cluttered, not to be stuffy, or too adorably quaint, or cut-and-dried, or pretentious. You'll be aiming for space and light and a personal touch.

You might as well begin at the bottom; i.e., the *floor*. Paint it in bright, solid colours, or, if there aren't too many other stripes in the room, stripe it with paint (1). Or cover it with braided reed mats, which you'll find at the Indian Trading Post down-town; or the big straw rugs from Lord and Taylor. A nine by twelve one costs about \$7 there.



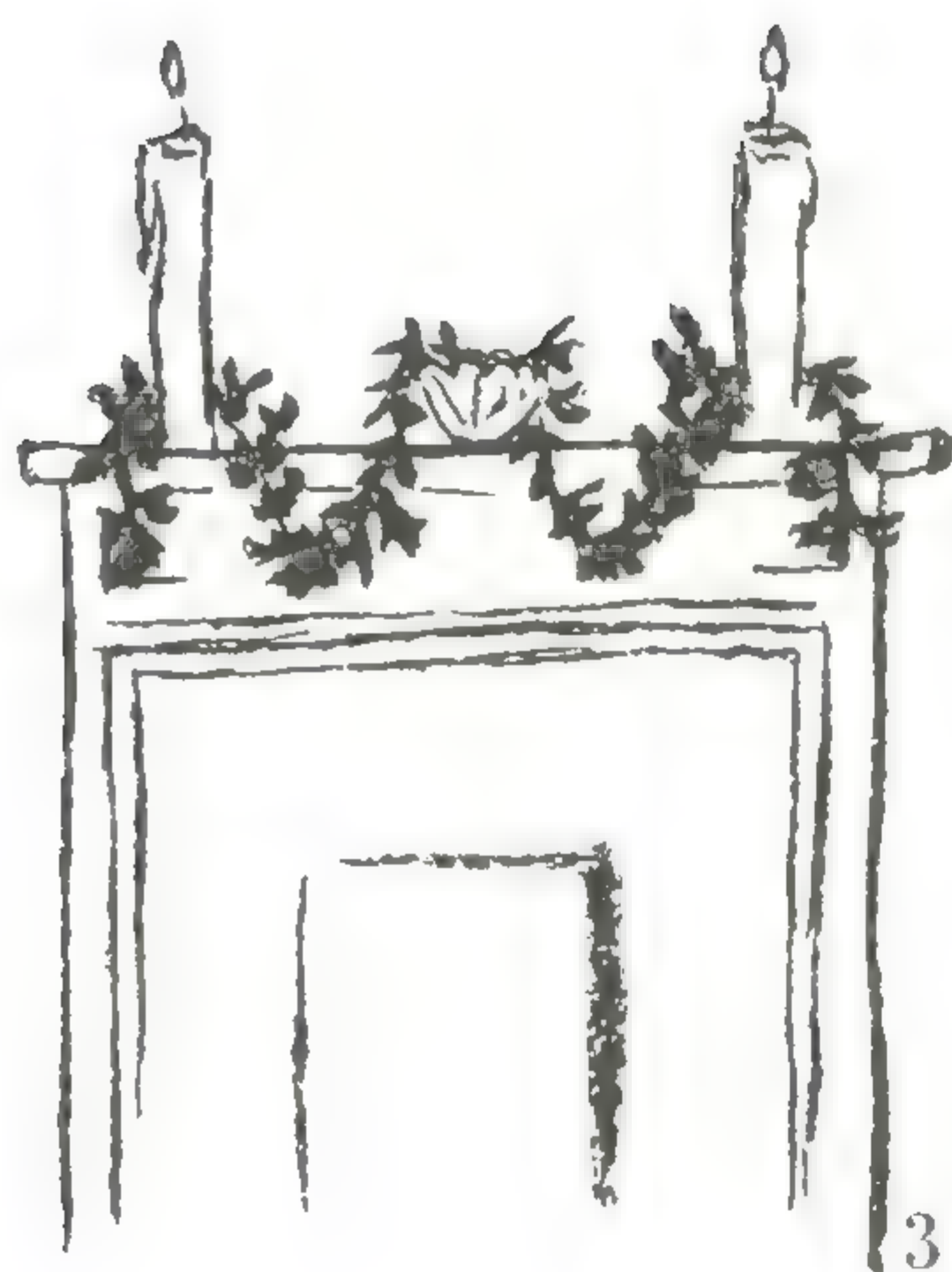
There are all sorts of good window *curtain* treatments, the main feature of all of them being to let the blessed sunshine in, or be cheery enough to make up for the lack of it. Fish-nets and mosquito nettings come in dreamy colours and cost little—Lord and Taylor has some for around \$1.50 for eight yards, sixty-six inches wide. And here you can also get bright-coloured burlap for about fifty cents a yard. You might use dotted Swiss, or voile, or some other fresh, inexpensive dress material for bedroom curtains. If you buy narrow-width felt, and drape it yourself, it's not expensive—you might use two pale tones together. The lovely part of felt is that you have no labour charges for binding or hemming; just cut it up and sling it up.

With fabric, too—you can be your own work-room, by hemming only the ends of the material and draping it lavishly, making a swag valance over a curtain-pole. Nothing looks cleaner and fresher than wall-paper covered plywood curtains and valances. Achieve a summery effect by using bunches of artificial field-flowers for tie-backs (2)—or a large single one, possibly an overgrown daisy or poppy. Or do without curtains and use window-boxes instead. Wanamaker's has nice ones of galvanized iron for about \$1.25 each. One curtainless artist friend of ours has ordinary dark green window-shades, which he has striped with a lighter green paint. Very special-looking, and cool.



Matching curtains and *slip-covers* of ticking are still good news. You might not have realized what nice ticking you can get for about thirty cents a yard at Macy's. Cover stools, benches, and removable chair-seats with wide-striped awning canvas, fastened with thumb-tacks. The canvas costs only about fifty cents a yard, and tacks are practically free. Ordinary upholstery muslin, either in natural colours or dyed bright colours, has chic and sleekness. And for replacing your winter lamp-shades, nothing could be better than the inexpensive white parchment ones at Bloomingdale's—or the coloured burlap ones at Lord and Taylor (about \$2 for these, in all sizes).

A *mantel* is a lovely thing. It hangs over the hearth—the heart of the home. Don't ask it to hang heavily, heavily, loaded with *all* your wedding presents, graduation gifts, and loot from Aunt Jane's trip abroad. Choose the *décor* for it, then slap your wrist every time you find yourself parking something up there that doesn't belong.



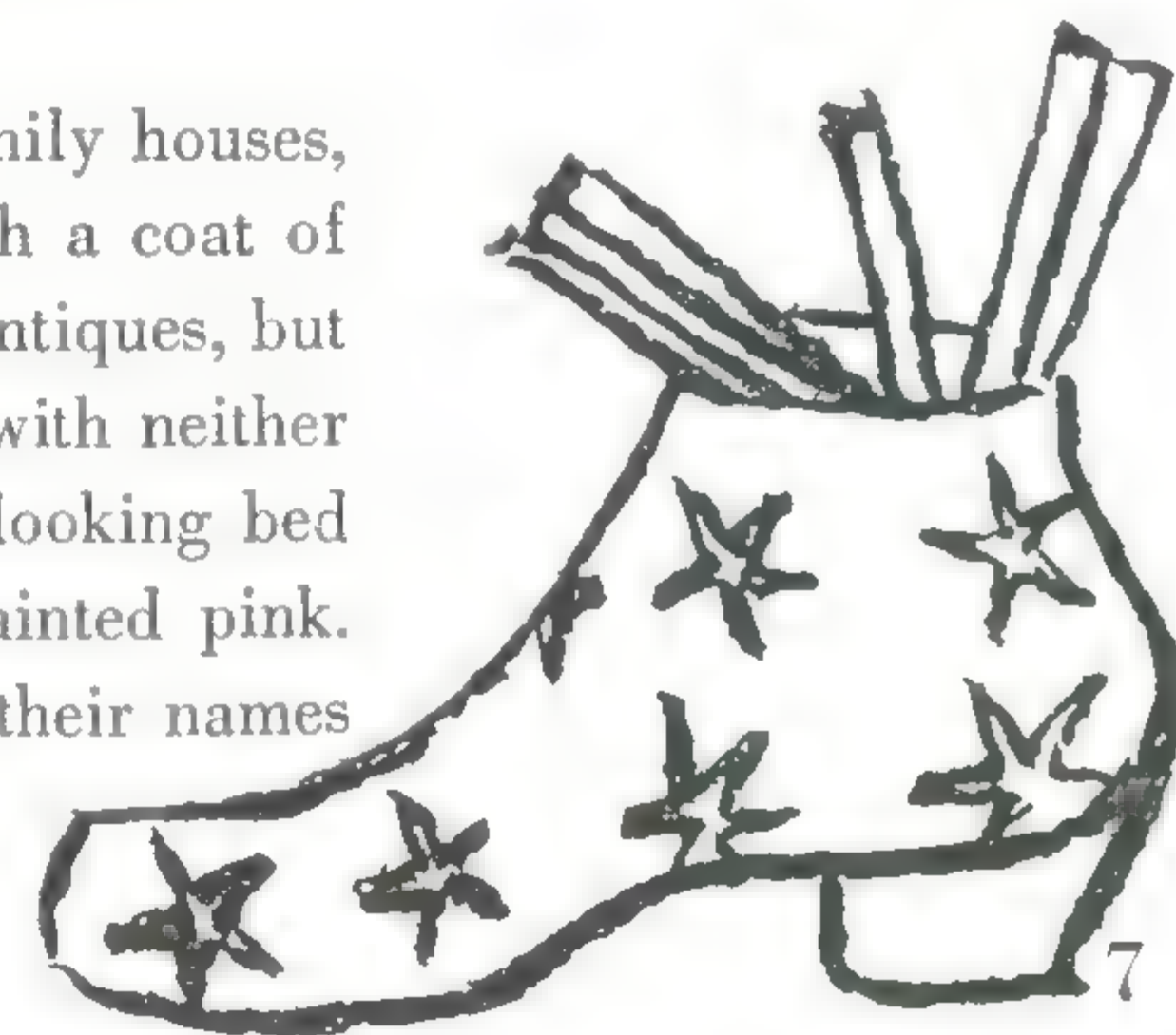
After that tirade, we suggest that you pick up some old metal altar ornaments or metal flowers at junk-shops and use them on the mantel. Impale them on wooden bases and paint them white. Have a bowl of long, trailing ivy in the centre of the mantel, and part it in the middle, so that it hangs in big, leafy loops. You might use (3) thick white Christmas candles at the ends of the mantel, in place of the altar ornaments.

Or have tall glass cylinders full of huckleberry leaves, balancing each other. Green leaves massed in a fireplace absolutely radiate coolness. We like the idea of having certain vases always in the same place, always filled with the same leaves or flowers. Somehow it gives a sense of permanence and individuality. You might bank the corner of a room with potted plants (4)—perhaps red geraniums against a white wall, or primroses of different colours.



Be glad of paint. Remember that you are living in a house or apartment—not a madly gay little Bavarian village. Then paint. We don't mean that painting peasantry flowers here and there is a bad idea, but control is the thing. Anyway you can do better than that. It seems to be pretty firmly entrenched in people's minds now that the *œil* exists only to be *tromped* (5). You might paint a rug on the floor—a whole carpet effect or a small one before the hearth. We heard the other day about a wonderful bed that consisted of box-spring and mattress, with an impressive headboard painted on the wall. We know an artist who has a chest of drawers—the kind you can buy in any unpainted furniture department, painted brown. On each drawer, by the knobs, there are hands drawn in green line. Wonderful!

Mediocre old furniture, left over from college or family houses, can come into its own and become surprisingly un-dull with a coat of colour on it. Of course, we don't advocate covering up rare antiques, but wonders can be done with un-charming, clumsy old pieces with neither line or patine to their credit. We had a big, overwhelming-looking bed that became a thing of sweetness and light after it was painted pink. Give your friends a brush and a bucket and let them sign their names on a canvas panel on the wall, in gay colours (6). If you can't afford a good dining-table, get an unpainted one, paint the legs, and decorate the top with any one of a number of designs, under a glass top. You might use coloured marbled paper (See Katzenbach and Warren about this), or a piece of fabric, or use the signature-of-friends idea, or tracings of their hands. Or paste pictures on the wall and paint frames around them.



As nearly as possible, either keep utilitarian objects hidden or make a real "play" of them. Phonograph records, radios, telephones—things of that ilk—can be concealed in cabinets built in bookcases. Necessaries like ash-trays should be positive and proud—absolutely the best you can get—not apologetic. You might collect shoes of porcelain or wood to hold cigarettes (7), or hands to use as ash-trays. If you have attractive glass objects, *don't*, as we said before, cram them all on the mantel. Build shelves in front of a window and line them up there (8). The effect of the light shining through the coloured glass is enough to brighten a whole room. Now that umbrellas are in fashion, you might discover an amusing old umbrella-stand and trim it with bright umbrellas and parasols, to cheer a gloomy hall.

Bring delicately wrought iron garden furniture into the house—into a dining-alcove, for instance—and cover the seats with striped canvas. You can get nice white metal chairs at Lord and Taylor for about \$6.50 each. This is one of them (9). Consider ruches of organdie tacked around a bedroom mirror. Consider Macy's attractive striped fabric frames, or match your dressing-table skirt to the skirt of your house-coat. Anything gay goes.





DIVIDED INTEREST—Notice the striking new dissimilarity of bodice and skirt—in these two dresses by Germaine Monteil. Above: Sleek black jersey top; aerial white chiffon skirt. From Jonai, New York; Lockhart, St. Louis; Sax-Kay, Detroit

Opposite: A brilliantly striped chiffon bodice, a full, straight-hanging skirt of bright green crêpe, for this suave dinner-costume. The turban echoes the bodice stripes. From Bonwit Teller; Bullock's-Wilshire, Los Angeles; and Ransohoffs, San Francisco





FUR AND HAT FROM JAY-THORPE



FUR AND HAT FROM NEIMAN-MARCUS

THREE NEW FOXES

Red fox crossed with silver produces a cinnamon-coloured fur with silver hairs, called Beaufort fox. With this beautiful two-skin scarf, a new top-heavy toast-coloured straw hat by Suzy. (All bracelets from Edwin H. Tompkins)

Top: Neiman-Marcus originated that trio of "Little Foxes" which sets the stage for a new fashion...silver foxes almost as small as sables, and worn like sables. (The skins are large ones, worked down.) John-Frederics white straw hat



HORST

FUR AND TALBOT HAT; BONWIT TELLER

Of the sensational new platinum foxes (light silver crossed with albino), there are four in this country, all at Bonwit Teller. The two that remain in Europe belong to the Duchess of Windsor and the Princesse de Faucigny-Lucinge



DESERT LIVING-ROOM AT THE GOLDEN GATE EXPOSITION. DESIGNED BY WILLIAM HAINES

MICHAEL ROBERTS

THESE things I loved:

The first sensation of going West, when we left Chicago in a silvery stream-lined train. The huge drawing-room, big enough for easy chairs plus piles of bags and books. The china with Indian designs in dark red. The mountains, the desert, and, finally, the golden air of California. The arrival in Los Angeles. Passing Olvera Street, with its gaudy Mexican booths. The far-flung panorama of the six suburbs, as we approached Hollywood. Was it Priestley who called this spreading panorama "Six Suburbs in Search of a City?" The surprise of finding our hotel, the Château Élysée—a stately grey French building—set among palm-trees. The quantity and quality of the welcoming flowers.

The strange feeling of being abroad. I found myself saving bills for the customs. Wonderful feeling of realization that there are no customs to pass.

The very chic red coats worn by workmen who wave red flags when work is going on. The nurseries of pink and red geraniums in vacant lots. The Super Markets, one on almost every block, fronts open to the street, still-life arrangements of massed fruits and vegetables. You are given a large basket on wheels when you enter. You select, collect, and take your burden to the cashier. Most demoralizing. You want to buy everything.

Seeing them shoot "Gone with the Wind," or, as Hedda Hopper calls it, "Gone," on the Selznick lot. The gay bazaar scene designed by our own Joseph B. Platt. The excitement of watching Vivien Leigh and Clark Gable dance the Virginia Reel. The calmness and patience of George Cukor, who was directing. The rehearsing of one small bit over and over.

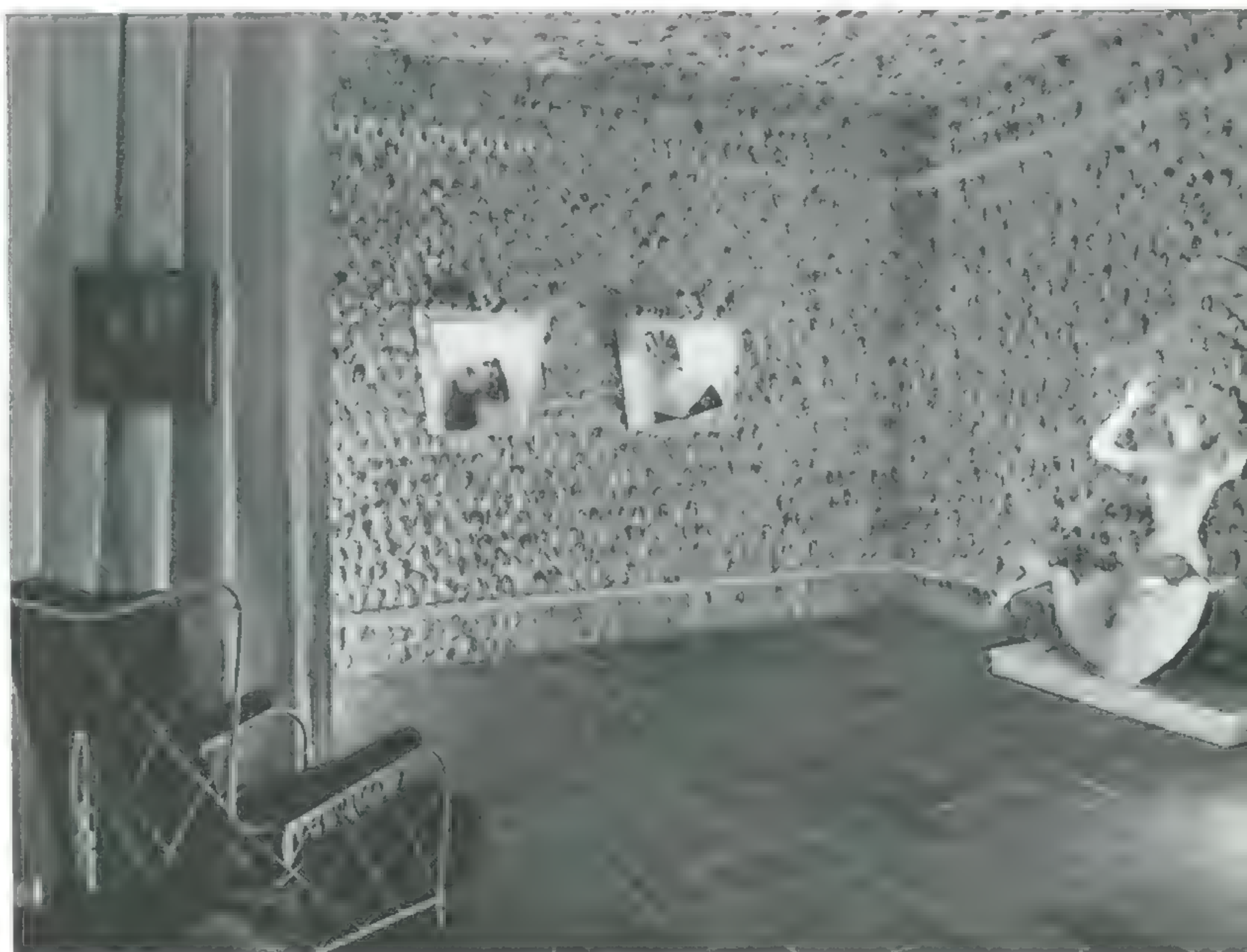
Tea at Adrian's—the famous designer—house in a lofty room, while squirrels scampered over the roof. The entrance-hall, with its zebra rugs, and its flower-boxes running all the way up the balustrade of the stairs. The collections of old dolls everywhere. The two gilt cherubs, larger than life, sprawling beside the living-room fireplace. The green-and-whitewashed study with its shell pictures, its twelve-foot-long sofa, and its angel over the door. The giant pepper-tree in the patio.

The food! Don, the Beachcomber's Café, the long bar banked with coral. The cocoanut rum—a green cocoanut with the outer rind sliced off, a hole cut in the top, filled with cocoanut milk and rum, half and half. The Chinese duck, Peking style. The absurd rule, "No Cats Allowed." The strange crowd that *is* allowed! The silly little wafers that, when opened, spell out mottoes straight from Confucius: "Your cares will lessen if they are faced cheerfully," and "Courage is your greatest present need."... Such delicious food and superlative side-car cocktails at Perino's. Pink crockery; low pews not quite so segregating as those in the Brown Derby.... The chicken hash at the Brown Derby.... Lucey's Restaurant, with its garden entrance through paths of primroses and pansies, alyssum and cyclamen, with its blazing log-fires and pink table-cloths, and Joan Crawford sweeping in at luncheon time in a diaphanous green tulle skirt and white furs.... The inevitable bowls of huge, beige-coloured walnuts in the living-room of every Hollywood house.

The startling distances. You go forty miles to luncheon, thirty miles in another direction to tea, and perhaps fifty miles more to dinner. The ridiculous signs along the road: "If you built here, you would be home now," or "Health awaits you." (Continued on page 92)

A DECORATOR LOOKS AT CALIFORNIA

by Ruby Ross Wood



THE "SOUVENIR DE PARIS" ROOM AT THE GOLDEN GATE EXPOSITION

(Continued from page 91) The Santa Anita race-course with its spectacular wheel-shaped parterres of orange and yellow marigolds, and rectangles and borders of pansies. The sixteen beautiful, dappled-grey Percherons, their manes and tails beautifully knotted with orange wool, who drag a rake around the track. The dining-room of the Turf Club, filled with excited people studying racing forms and exchanging racing information.

The Huntington Gallery and Library at Pasadena. The approach through beautiful gardens with magnificent old lead and stone sculpture. Sir Thomas Lawrence's "Pinkie," hanging opposite Gainsborough's "Blue Boy." The beautiful, uncrowded rooms, with a few fine pictures in each.

The Pony Express Museum near the entrance to the Santa Anita race-track. The rocking-horses and the wooden Indians. The collection of Victoriana. The room filled with old *pots-de-chambre*. The show-cases filled with violet glass bottles. The pillow-shams with "Sweet" embroidered on one, and "Sleep" on the other. The bleached skulls of horses and cows lying on the ground among little flowers, à la Georgia O'Keeffe.

The diversity of houses. Mrs. J. H. Cotton's house, formerly Tom Mix's house. Having six acres, it is called a ranch. The bath-houses with their Aubusson rugs. The eighteenth-century scrap-screen of shiny pea-green paper, with its cartoons from *Punch*, coloured costume prints, clippings, et cetera. Tom Mix's favourite bell-rope, made by himself, woven of strands of black and white and sorrel hairs from his ponies' tails. The different-coloured hairs make a beautiful pattern, ending in a tassel.

The house of Mrs. Chester Fritz, who, for nine years, has also had a house in Shanghai. The restrained placing of her magnificent old Chinese treasures. (Continued on page 136)

JEAN DUNAND'S PANTHER PANEL AT I. MAGNIN, LOS ANGELES



MAYNARD L. PARKER

SPORTS MURALS BY ESTHER BRUTON AT I. MAGNIN'S NEW LOS ANGELES SHOP





MICHAEL ROBERTS

A CORNER OF THE MAIN LOUNGE AT THE YERBA BUENA CLUB



BONWIT TELLER; I. MAGNIN

MILGRIM; MARSHALL FIELD

FINE WEATHER FOR SUITS

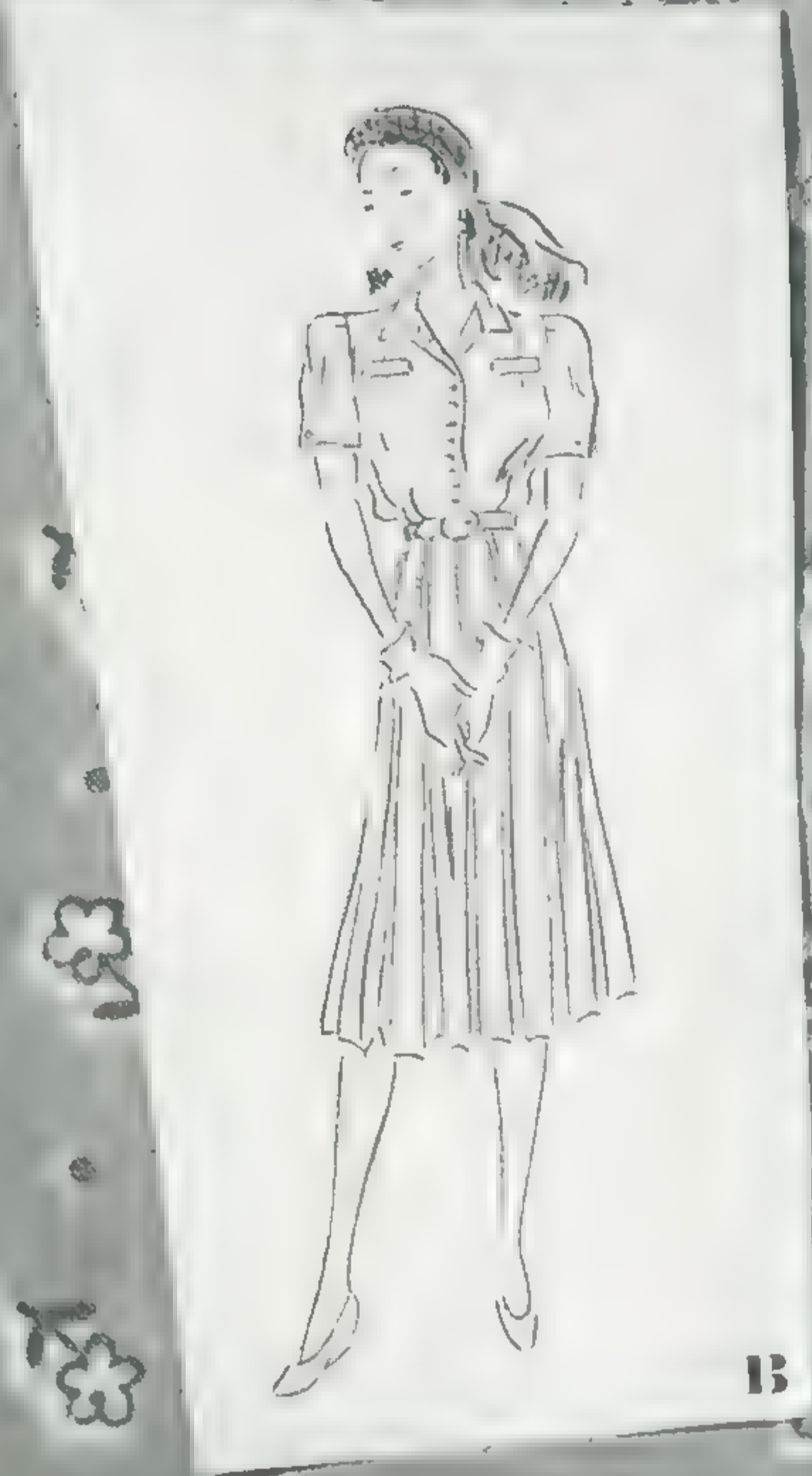
OPPOSITE. First: A chalk-striped jacket, a blue crêpe dress—for one of the first coatless days. Box-pleats begin at the low hip-line. Blue straw sailor by Jeanne Tête. Koret alligator bag. All: Bonwit Teller; I. Magnin, San Francisco; Los Angeles. Second: Old-fashioned gingham, grey-and-white striped, makes a modern suit. It's touched up with a piqué bow-tie and green buttons. Bright green straw hat with a navy-blue quill. Suit and hat: Milgrim; Marshall Field.

BELOW. First: A flurry of embroidered white dots for a black rayon jersey suit of the April-to-September variety. A white piqué blouse fronts it. Straw-and-piqué hat by Jeanne Tête. All: Bonwit Teller; I. Magnin, San Francisco; Los Angeles. Second: Surah, one of this spring's revivals, shows up again in this black-and-white checked suit. The jacket is cut away in front to advertise the skirt's high waistband. White linen blouse with a frilly jabot. White toyo hat with a black veil. Large black patent leather bag by Lewis. All from Saks-Fifth Avenue, New York and Chicago





A



B



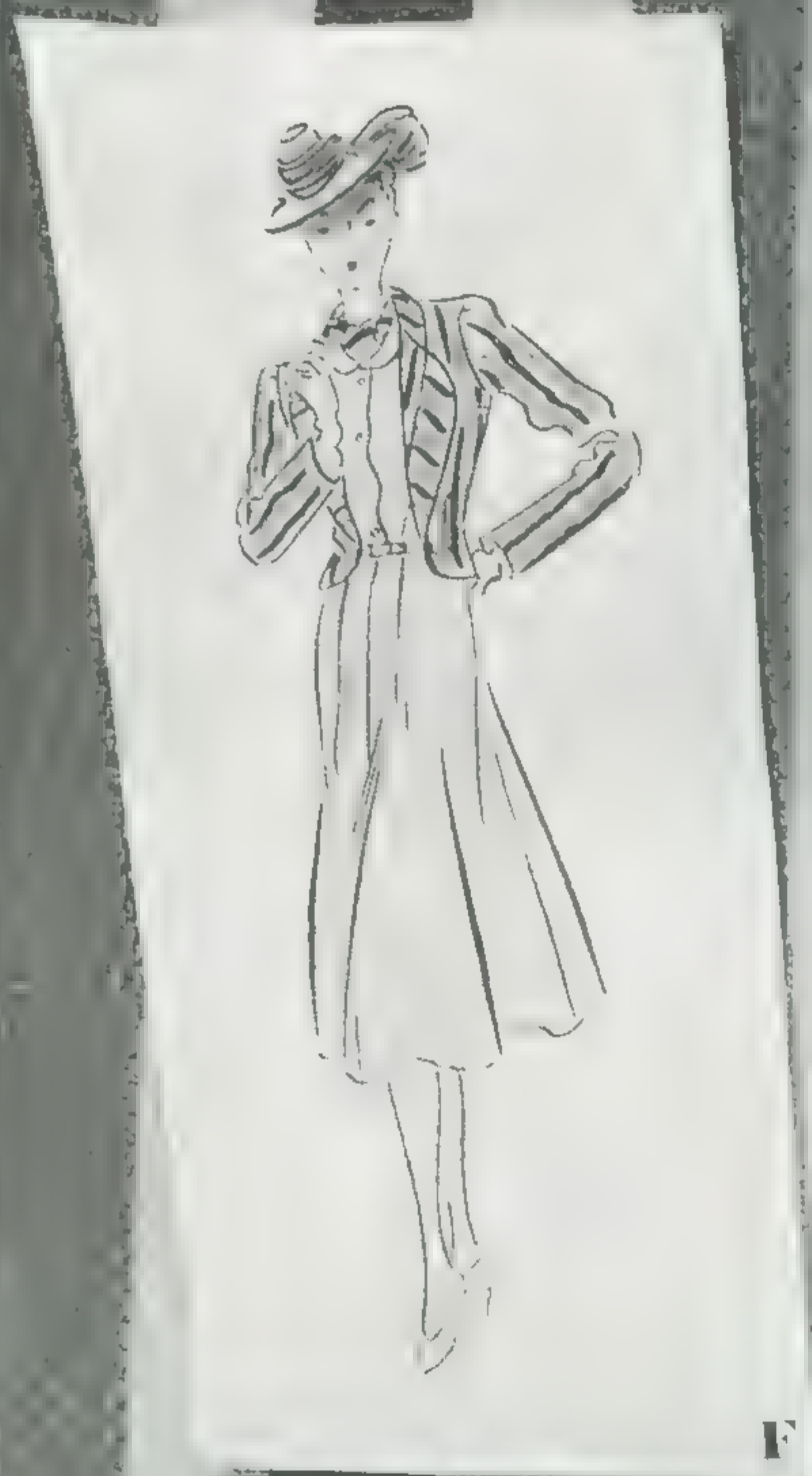
C



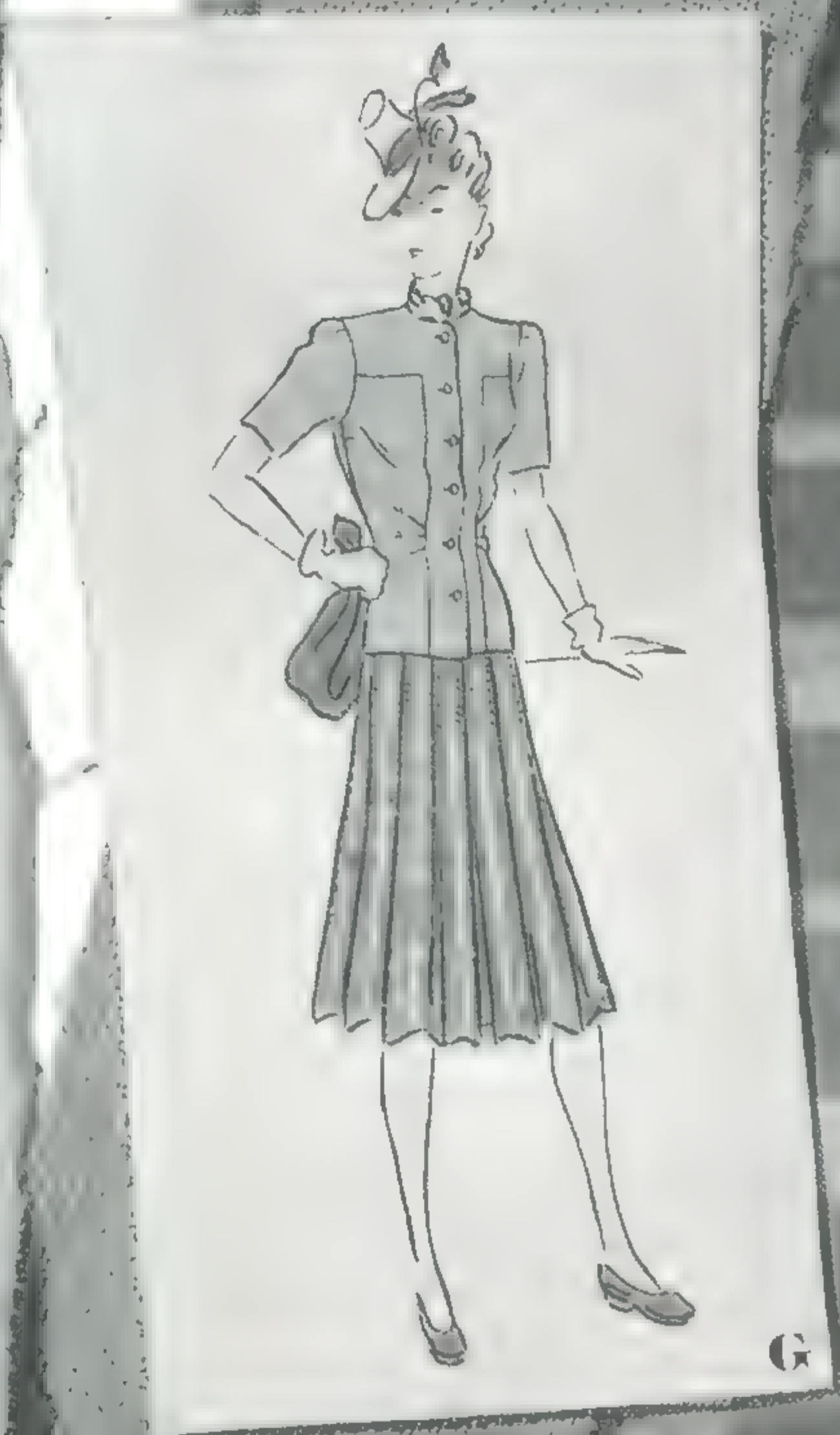
D



E



F



G



DESCRIPTIONS OF THESE FABRICS AND BACK VIEWS ON PAGE 108

MADE FOR EACH OTHER

DESIGNS FOR DRESSMAKING

Cotton and linen are fêted in Paris, given the place of honour, day and night. You'll want to do the same, with these designs:

A—Pick a cotton copied from an old Swiss wood-block, pepper it with rickrack, and make a tailored dress for your busy hours. No. 8374 is designed for sizes 12 to 20; 30 to 42.

B—Old-fashioned calico, mustard-coloured, for your spring shirt-and-skirt dress. The skirt is gaily box-pleated, ready for an active life. No. 8382, designed for sizes 12 to 20; 30 to 38.

C—Slender V's of rickrack race down the front of Dress No. 8372. Make it of sky-blue cotton sprinkled with white posies, for warm days. "Easy-to-Make," designed for sizes 12 to 20; 30 to 40.

D—For country mornings, a casual frock of pottery-blue cotton. No. 8373 is "Easy-to-Make," designed for sizes 12 to 20; 30 to 38.

E—Mornings in town, wear a cool, cool dress of linen crêpe, Wedgwood-blue. No. 256, designed for sizes 12 to 20; 30 to 38

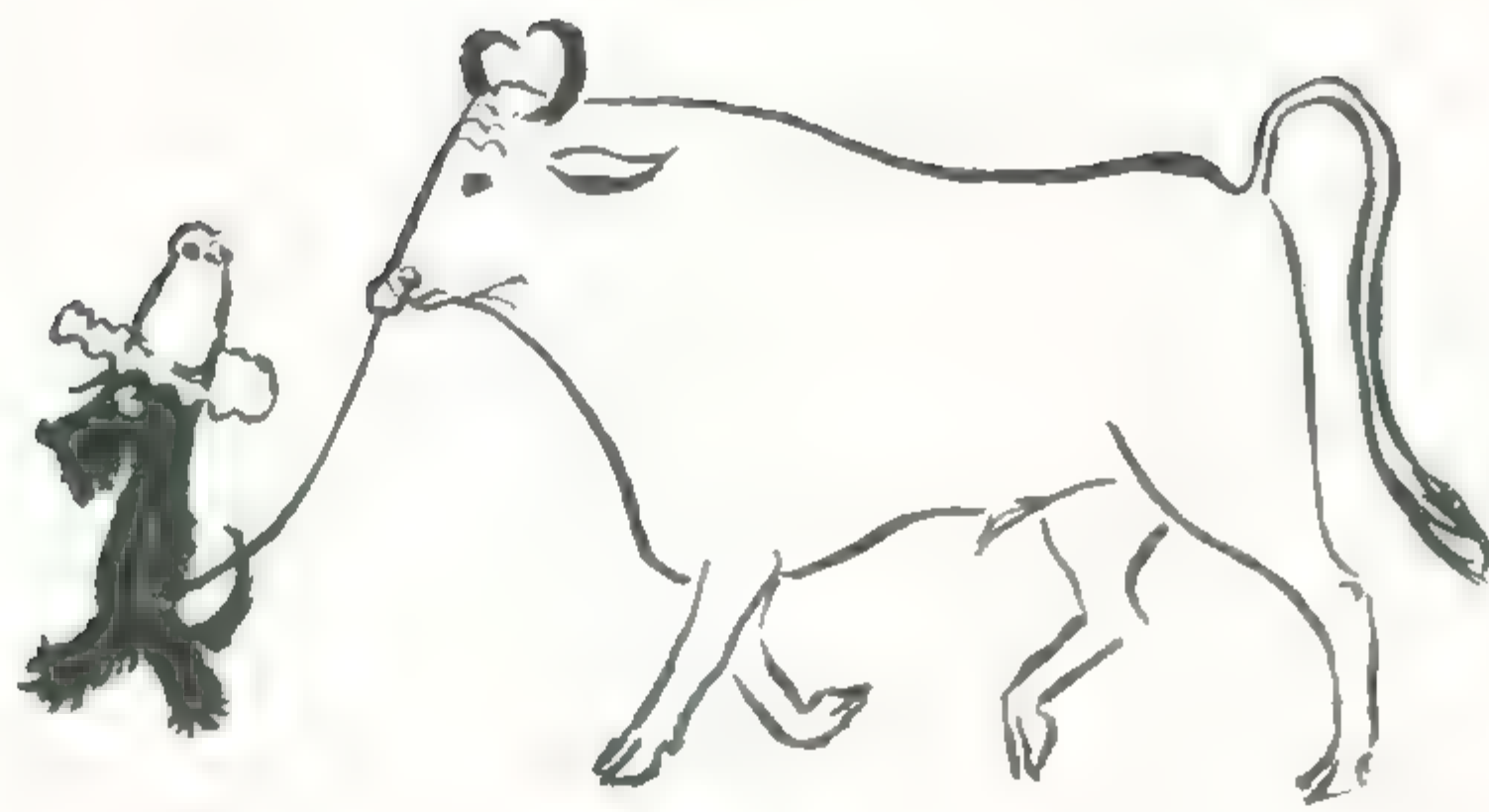
F—For a brisk, cool look—wear stripes. A blazer-jacket striped red and blue, over a natural linen dress that is crush-resistant. No. 253 is designed for sizes 12 to 20; 30 to 38.

G—The little washable suit has taken the town by storm. Make one for yourself: blue-and-white gingham skirt, a blue linen jacket. No. S-4139, designed for sizes 12 to 20; 30 to 38.

H—Pick cotton for evening—an old-fashioned "star" gingham popular fifty years ago. No. S-4142 has a crisp white piqué jacket you wear with other things. Designed for sizes 12 to 18; 30 to 36.

I—Starry voile, in magenta-rose, for light-hearted evenings. No. 8381 is gipsy-inspired, with a gathered top, wide sash, and hem-ruffle. "Easy-to-Make," designed for sizes 12 to 18; 30 to 36.

J—Princesse forever—new in chartreuse muslin print, classic in a smooth white crêpe. Inverted godet pleats give that enviable sleek look. No. 254 is designed for sizes 12 to 20; 30 to 38



Shop-Hound, Country Style

Rw

JUST to be in the right mood, we'll start off the country issue with a nice farmy-sounding word like "Blinkers." They aren't the sort that horses wear though. Blinkers are glasses—either the sun kind or otherwise—with tortoise-shell rims, very wide at the sides. Near the end of the rim, where it tapers down and goes over the ear, there is a hinge, and that is the trick of the thing. The hinge makes the ear-piece more easily adjustable to your head, and makes the glasses take up less space when they're folded. A sound idea, handsomely worked out. You can buy them at E. B. Meyrowitz, 520 Fifth Avenue. They come with tinted, ground, and polished glass lenses for approximately \$2. Order your prescription sun-glasses here, too.

THERE'S a wonderful buy at Bloomingdale's in the form of a Glida beach-or-travel bag. It's of ticking, striped red-and-white, mulberry-and-white, or green-and-white. It has a water-proof lining, and a neat little inner bag, also of the ticking, which holds two bottles and two jars. The whole thing hangs from a pair of straps, and you'll find plenty of room inside, ladies—all for about \$2.50.

To wear with tweeds, a pretty little pair of red enamel cherries hanging on green stems. The surprise element comes in here when you discover that one of the cherries is a watch. They will grow on your lapel for about \$55 at E. M. Gattle, 703 Fifth Avenue.

AT Abercrombie and Fitch, there's an unusually interesting collection of garden and outdoor furniture. Blue-and-white Cellophane chairs are news to us, and good news. Weather doesn't affect them adversely, and, if they get dirty, you just wipe them off with a damp cloth. The seats and backs are of the woven Cellophane cords, over a rattan frame. About \$38 for a big, comfortable chair; about \$68 for a settee. And there are lamps and tables to match. Also, an avalanche of metal furniture—a green-painted set with an ivy-leaf design was particularly good. And we were enraptured by the wandering wooden bar-on-wheels in the shape of a doll's house, painted white. You just raise the roof, and there are liquor and glasses inside, while a leaf comes out so you can mix on it; about \$85.

EVEN if you are no gourmet at all, you'll take an interest in the beautiful pots and pans at Hammacher Schlemmer—just because of how beautiful they are. They're made of Revere ware stainless steel, with copper bottoms, and graceful composition handles. A good wedding present. You can get a dandy pot for about \$3. And the "Miracle" toaster is admirable, too. It isn't really a miracle, but it's a nice sensible version of one. Its prettiest features are the rack, which comes out to hold the toast, and the considerate little tray (removable), which catches crumbs. This costs about \$11, also at Hammacher Schlemmer. We realize that we've already said our say about wedding presents, but these two seem very good additional suggestions.

AT Wanamaker's, there are some very nice inexpensive parchment place-mats, in natural colour, either plaids or bordered with a paint stripe. They cost only about forty-five cents apiece, and are water-resistant. To help you decorate your house inexpensively, they have wonderful engravings of "Prevost" flowers and "Godey" ladies, hand-tinted in water-colour. The pictures are set in deep frames, like shadow-boxes, with the frames finished in mahogany or maple effect or in antique ivory finish. You can buy them for about \$2 each, which you'll think is quite astonishing when you've seen them—or, if you get a pair, the price comes down even further. Hooray for Wanamaker's. This just proves that there is kindness in the world and that Art is not at all on the wane. (Continued on page 132)



"Waiting in a hot tureen!"



RECALL the adventures of Alice, if you please, and renew acquaintances with mock turtle soup. Remember the Gryphon, the Lobster-Quadrille, and the Mock Turtle singing (his voice "choked with sobs"):

*"Beautiful soup, so rich and green,
Waiting in a hot tureen!"*

Remember his Lewis Carrolling, as you dip deeply to savor each delicious spoonful of Campbell's Mock Turtle Soup.

*"Who for such dainties would not stoop?
Soup of the evening, beautiful soup."*

Alice—and you!—would surely agree that Campbell's Mock Turtle Soup is a pleasant adventure in good eating. For, as Campbell's chefs interpret it for you, it is a smooth, rich, ingratiating blend of tender pieces of meat, invigorating beef-broth, tomato purée, crisp celery, fragrant herbs—and a dash of fine sherry. A pleasant variation in a springtime menu. Will you, won't you, will you, won't you, won't you have some soon?



Campbell's MOCK TURTLE SOUP

LOOK FOR THE RED-AND-WHITE LABEL



21 Kinds to Choose from... Asparagus • Bean with bacon • Beef • Bouillon • Celery • Chicken • Chicken Gumbo • Chicken Noodle • Clam Chowder • Consommé • Consommé Maitre d'hôtel • Mock Turtle • Cream of Mushroom • Ox Tail • Pea • Pepper Pot • Scotch Broth • Tomato • Vegetable • Vegetarian Vegetable • Vegetable-Beef

DISCOVERIES IN BEAUTY



BAKER

A Hattie Carnegie touch for your dressing-table—bottles and jars of Lenox china with de Medici-like heads, to hold the new Carnegie facial preparations

EVERY so often you find yourself muttering that, if you could only find exactly the right bottles and jars to keep your beauty stuff on the dressing-table, you would use the things you should more regularly. Hattie Carnegie has been reading your mind and has produced exactly the right pieces for practically any dressing-table, in the lovely Lenox china jars and bottles that you see in the photograph above. They are in that satiny, off-white tone that harmonizes with any colour, and there are just enough of them to look charming without cluttering up dressing-table space.

In these charming pots and bottles is a series of sound beauty preparations—a non-liquefying cleansing cream, rich and smooth; an emollient cream for night; a skin freshener; a *lait de beauté* to use as a make-up base; and a delicately scented light face-powder. All of these are put up in refill jars and bottles that fit neatly into the containers, and you can buy the preparations alone, provided you can resist the charms of the Lenox accessories. At Hattie Carnegie in New York and in leading shops in other cities.

With the rush of spring surging down the brightened avenues and wrapping you around with a cloak of unaccountable happiness—putting cabbage-roses over your brow and unexpected humour in your conversation—, see that your make-up is in keeping with your new psychology.

You have heard the murmurs of pastel make-up creeping through the fashion reports, and now Antoine comes out with a light-hearted make-up called Primeur '39. It's hard to explain pastel make-up, because the mind's eye automatically jumps to chalk blue and pallid rose and (quite rightly) discards them as too pale for make-up. But think of a pastel portrait and realize that there is nothing insipid or colourless about it in the tout ensemble. The rosy undertones complement the pinker lipstick—give it an intensity—, and the chalk-pink flush of your rouge adds conviction to your aquamarine eye-shadow. Remember, in using pastels, to go the whole hog—don't use delicate make-up and then add a stabbing splash of purple lipstick, or you'll lose the softer, less angular look that pastel make-up produces.

You'll find Primeur '39 at Saks-Fifth Avenue and wherever Antoine preparations are sold.

When people say, "It does something for you," speaking of a hat or hair-do, we think this category should also include a bath essence. This is not only because it gives you a lift, but because it elevates you into a definite realm of luxury.

You feel this especially about Schiaparelli's new "Shocking" bath essence (enclosed in the famous dressmaker's dummy), because it has such a luxurious smell. It lingers on your skin, and in the bathroom long after the bath. (Continued on page 102)



and now

HENRI BENDEL BEAUTY PREPARATIONS, TOILETRIES and PERFUMES. The same ideal of perfection that has distinguished Henri Bendel Fashions for nearly a half century goes into these exquisite products. To use them is to enjoy an adventure in Quality, an inestimable satisfaction . . . Obtainable in fine shops throughout the country.

**Henri
Bendel**
10 WEST 57
NEW YORK

Turn Your BEST Face Toward *Spring*

—THE WAY SOCIETY FAVORITES DO!



April in Paris—An American countess stops to buy a fragrant bouquet. Thinking of sparkling complexions, the **Countess de la Falaise** says: "Pond's is my choice. I use it to help keep my skin soft and smooth—glowing!"



Spring in the Garden is fun for **Miss Sally Anne Chapman**, Philadelphia deb. Skin care is no problem to her. "It's so simple to cleanse and freshen my skin—with Pond's."



Bevy of Bridesmaids—Marjorie Fairchild's attendants are carefree! **Jean Stark** (*extreme left*) is quick to grasp the new smart skin care. "The 'skin-vitamin' is necessary to skin health. It is thrilling to have it in Pond's."

**FOLLOW TODAY'S
SMART SKIN CARE—**

**NOW YOU CAN
CREAM EXTRA
"SKIN-VITAMIN"**

INTO YOUR SKIN*



Dogwood Means Spring—"It's loveliest in Philadelphia," says **Mrs. A. J. Drexel, III**. And when skin is lacking in Vitamin A, the "skin-vitamin," it gets rough and dry. "That's why this vitamin in **Pond's Cold Cream** is such good news to me," she says.



Spring House Party at the University of Virginia. **Miss Lucy Armistead Flippin**, charming southern belle, takes "time out" between dances to capture the magic of the night! "Pond's is traditionally famous. It was a natural choice for me. I use it to soften my skin so **make-up looks glamorous!**"



Vitamin A, the "skin-vitamin," is necessary to skin health. Skin that lacks this vitamin becomes rough and dry. But when "skin-vitamin" is restored, it helps make skin soft again. Scientists found that this vitamin, applied to the skin, healed wounds and burns *quicker*. Now this "skin-vitamin" is in every jar of **Pond's Cold Cream**! Use Pond's night and morning and before make-up. Same jars, labels, prices.

*Statements concerning the effects of the "skin-vitamin" applied to the skin are based upon medical literature and tests on the skin of animals following an accepted laboratory method.

Copyright, 1939, Pond's Extract Company



the way of *S*pring

*About town and en route . . . we
find sheer wool the perfect
medium for a young ensemble . . .
with white piqué for added dash.*

Stein & Blaine

13-15 West 57th Street, New York

DISCOVERIES IN BEAUTY



Lenthéric's favourite "A Bientôt" emerges in a burst of attractive guises. From soap to powder, all have the same fresh fragrance and colourful script

(Continued from page 100) Dermetics, long famous for its sane theories on skin treatment, has done itself up in new packages. Whether for spring, or just for excitement, the black-and-white bottles look very crisp, neat, and efficient. Dermetics, as you probably know, work on the skin-adsorption theory. (Just the opposite of skin absorption.) Their blushing cream is intended to draw impurities from the pores, and their Complexion Dress forms a protective film over your face, without, we are told, clogging the pore openings. Certainly it is a fine powder base, and leaves your face feeling smooth and soft. All their products, including the Cleansing Cream, are liquid and contain Hydronized oils. A thoroughly good treatment to give yourself, if you feel that winter grime has really gotten under your skin.

People certainly work up some fine fancy fallacies. Little convictions that are born out of nothing and seem to grow and gain strength from nothing. One of these fine fallacies is that your complexion is centered solely in your face; that your neck is part of your body, and, consequently, deserves only the perfunctory attention of cleansing. This is awfully silly, for you can't keep the human eye from travelling, and, because the eye is critical, it's going to seek out your flaws. An uncared-for neck, under a silky, smooth face is as fine a case of Queen Anne front and Mary Ann back as you could find.

Leading a private crusade for the neck and its environs is Kathleen Mary Quinlan, who has brought out a Throat and Neck Cream which will help you reclaim that neglected territory. Its action is encouragingly quick—and you'll find your throat filling and smoothing more speedily than you deserve. Be sure to follow the directions carefully, however, for results. The hot towels increase the action considerably, and there is less than no point in doing things half-way. Who knows?—a velvety throat may even induce you to carry your powder below your chin-line for once—which would be an achievement. As you may have gathered, we feel very strongly on the subject of this neglected area. You'll find this cream wherever Kathleen Mary Quinlan products are sold. (Continued on page 107)



Kleinert inspirations—the matching twosome in back—a cosmetic kit and carryall. The striped bag in front has a removable case. All water-proof



FOUNDATIONS OF BEAUTY

Beauty of face and beauty of hands achieved by care, Elizabeth Arden care . . . Cleanse, tone, soothe your skin at least twice daily with Miss Arden's matchless Ardena Cleansing Creams and Skin Tonic . . . Use her famous face powders . . . first, Illusion, soft and delicate, blended by Miss Arden herself for perfection of colour, sifted through fine silk to give it exquisite texture . . . then, sometimes, if you wish to acquire a particularly lovely, translucent look, over Illusion use Cameo Powder in another shade. Use her rich Hand Creams and Lotions to protect the delicacy and fineness of your hands.

New Hand Box \$5
 Cleansing Cream . . . \$1 to \$6
 Fluffy Cleansing Cream, \$1 to \$6

Ardena Skin Tonic . . \$1 to \$15
 Ardena Velva Cream . . \$1 to \$6
 Orange Skin Cream . . \$1 to \$8

Illusion Powder . . \$1.75 and \$3
 Cameo Powder . . . \$2 and \$3
 Two-Powder Box \$3

Elizabeth Arden

6 9 1 F I F T H A V E N U E • N E W Y O R K

THE PRINCESS

1939 GROUP

in "AMERICA'S

\$22

WILL START YOUR FASHION-FLOW HOME

Only Fashion-Flow manufacturing genius could bring you these features at such low prices. All drawers smooth as satin. All pieces finished in lacquer. Large French bevel mirror plate. Distinctive Cane-Style hardware. Your choice of two veneers — ribbon-grained American Walnut, or bleached Birdseye Maple in soft beige. At the same price.

Twin Beds (each) . . .	\$22	Night stand and bench	\$22
Full size bed	\$22	Large dresser	\$33
Countess dressing table (not illustrated)	\$22	(not illustrated)	
Large chest	\$22	Duchess Vanity (below)	\$33
		Princess Vanity (top left)	\$44



DESIGNED BY KRICK

THE HOSTESS

★ ★ ★

1939 GROUP

SMARTEST FURNITURE"

Lovable, livable, new Fashion-Flow... a Miracle of Beauty in "Style at a Price"

The comfort touch of the traditional, blended with the sparkling modern! THE FURNITURE VOGUE for 1939, and years to come! One could scarcely imagine furniture so brilliantly designed—so acceptably smart—at prices so astoundingly low! Yet, it is here—the new Fashion-Flow Cane-Style. Particularly created for those who desire ultra-distinction!

Use our Famous ADD-A-PIECE Plan

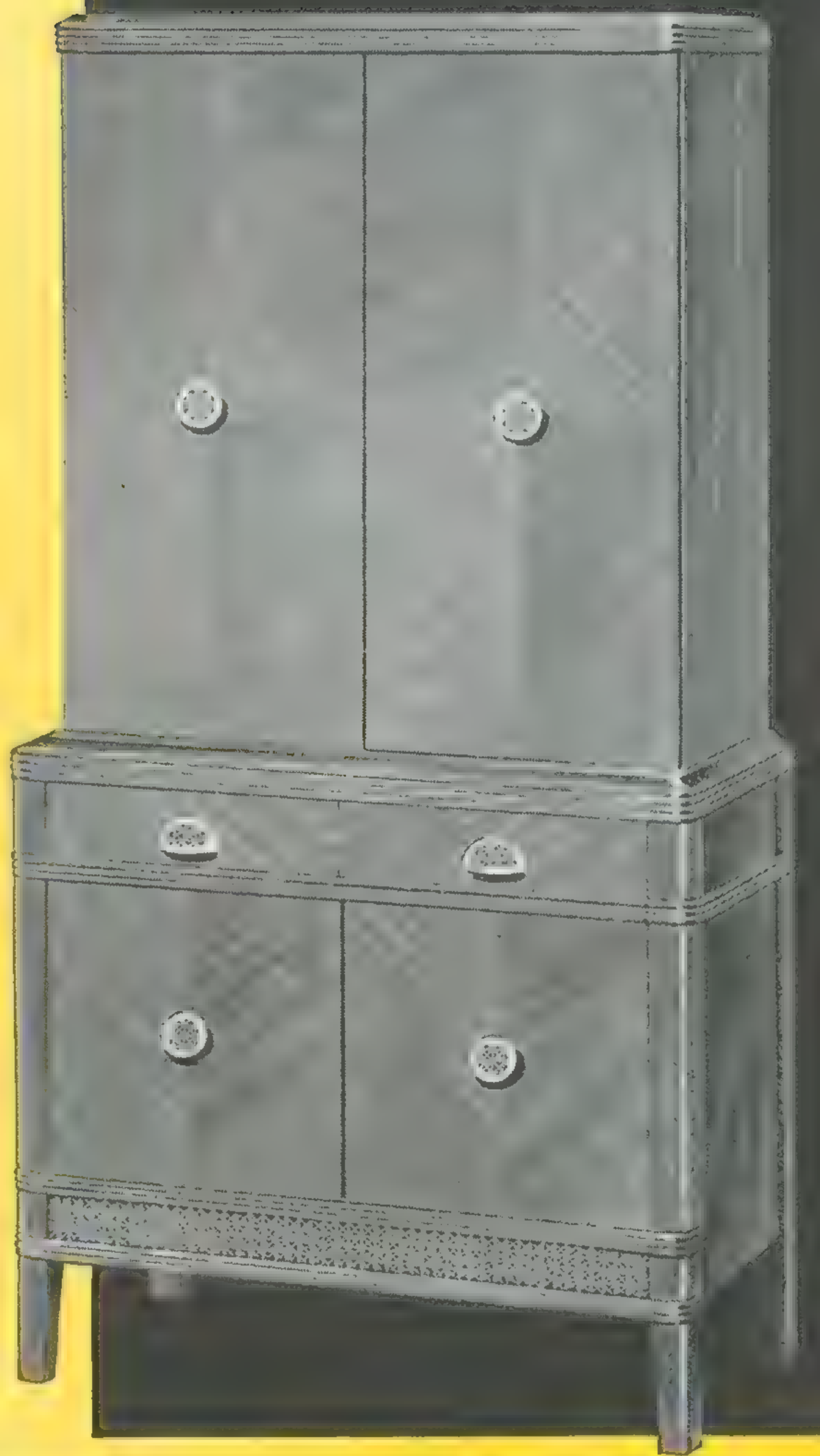
Like the finest china or sterling silver, Fashion-Flow is designed so that you can completely furnish your home piece by piece, throughout the *year. Just use the open-stock Add-a-Piece plan. Let your dealer show you FASHION-FLOW—a thrilling delight to see, so easy to have!

*Until February, 1940

The HOSTESS (1939 Group) dining suite is available in Walnut or Mahogany veneers. The Cane-Style motif is modernized on each individual piece.

- Buffet with divided drawers for silver \$22
- Table with disappearing leaf (below) \$22
- Any four chairs (*either arm or sides) . . \$22
- China (above right) \$33
- Larger table with 8 ft. ext. (not illustrated) . \$33
- Larger buffet (not illustrated) . \$33
- Any six chairs \$33

*An exclusive Fashion-Flow feature. We suggest two arm chairs—two sides.



DISPLAYED IN BEAUTIFUL FASHION-FLOW HALLS



© 1939
B. P. JOHN FURNITURE
CORPORATION
Portland, Oregon



Fashion-Flow *

SOLD BY SELECTED DEALERS FROM COAST-TO-COAST!
THE SAME PRICE EVERYWHERE

*TRADE-MARK REG.
U.S. PATENT OFFICE

to Europe— *with the Greatest of Pleasure!*

(and also the utmost in **VALUE**)



The "Club Manhattan" and "Club Washington" are gay and smart—feature all-American orchestras.

THE *Manhattan* AND *Washington*

America's largest, fastest, finest liners direct to Ireland, England, France, Germany

Coming in 1940... another great "American Flagship," the new **AMERICA**, designed to offer all the features which have made the *Manhattan* and *Washington* so well-liked



FOR many a veteran traveler, a single feature of the *Manhattan* and *Washington* can be well worth the trip. Often it's the genuine shipboard hospitality... a cuisine long world-famous... perhaps a detail of service or entertainment which reveals a management well schooled in the "fine art of knowing how." Combine *all* the features of these luxurious ships, and you have a crossing which gives new meaning to pleasure at sea... and unsurpassed travel *value*. Cabin Class from \$186; Tourist from \$127. Weekly sailings with the *Pres. Harding* and *Pres. Roosevelt*, Cabin from \$141.

Ask your
Travel Agent
for details.

U.S. Lines

One Broadway, New York City • 216 N. Michigan Ave., Chicago
665 Market St., San Francisco • 19 King St., East, Toronto • Offices in other principal cities

DISCOVERIES IN BEAUTY



Jay-Thorpe brings Paris knocking at your door with Orange Soap. Twelve little sculptured oranges, authentically perfumed, in shiny green packing

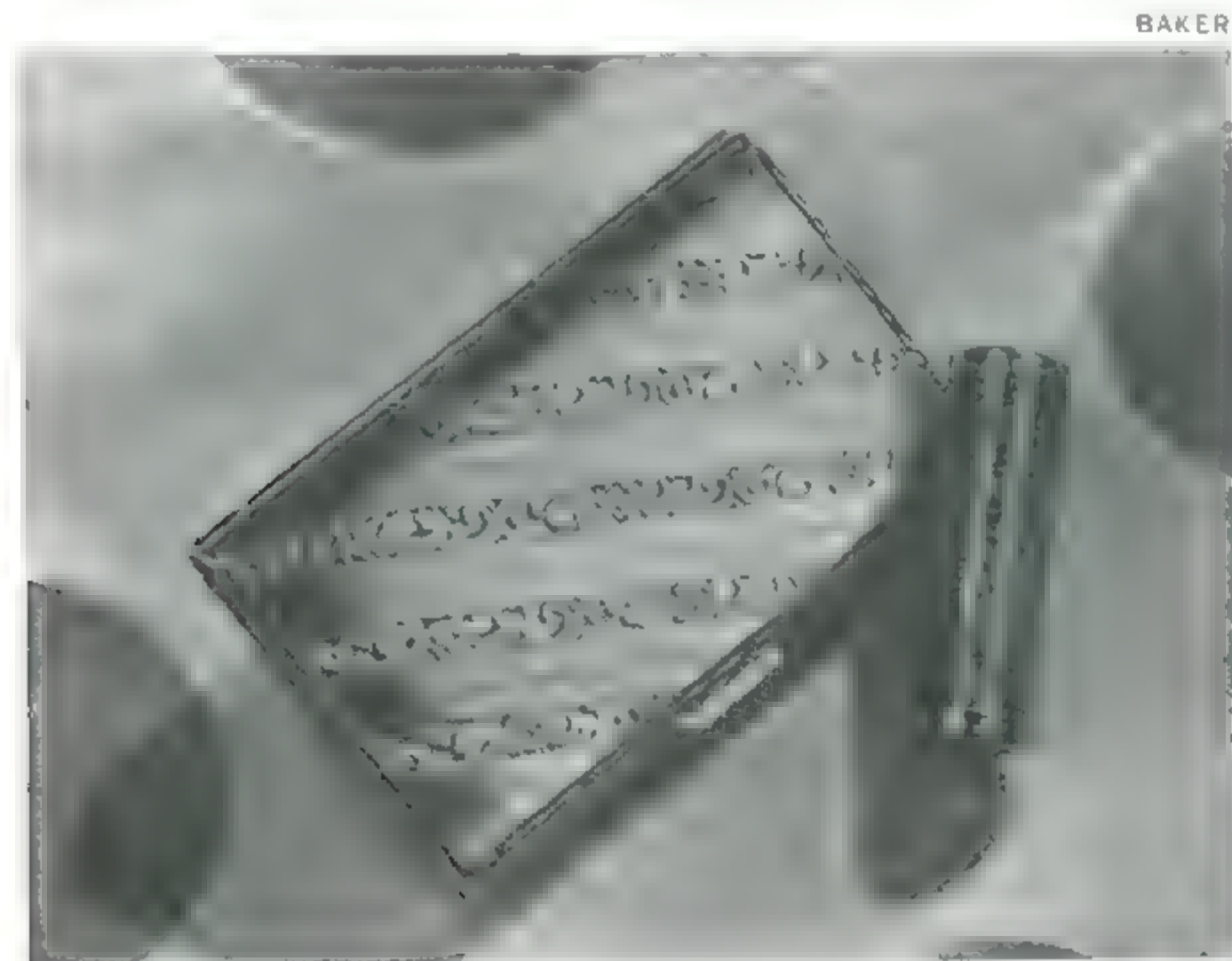
(Continued from page 102) At Gloria Bristol's own establishment, in her sun-light rooms at 745 Fifth Avenue, every client is not only prescribed for individually, but her preparations are compounded for her according to individual prescription. In introducing her preparations at Bonwit Teller's in New York, she follows the same system. You can't go up and say, "I want a pot of this and a jar of that." Instead, you go to a separate little section of the cosmetic counter, which is arranged like a miniature chemist shop, and an expert, trained by Miss Bristol, will prescribe for you the preparations that she feels will benefit you most. Later, the preparations with your name and the number of the formula marked on the labels will be delivered to you.

Whatever else the preparations include, there will be a fine soap, the right soap for your particular skin, which is an essential part of every Gloria Bristol régime. This comes with a little bristle brush, to make the application more satisfyingly thorough. The soap itself may be one of colloidal sulphur or perhaps a new one of colloidal clays.

Emma Sporer of Paris and Vienna has arrived in New York and will give you her highly individual calisthenics privately, in your own room. She has evolved a completely painless set of calisthenics—the secret of which is that you are quite unaware that you are being exercised. The one-two-three-bend kind of thing that you did at school was boring, usually done incorrectly, and consequently ineffective.

Miss Sporer works in quite another fashion—and the chief object of the game is to make your curves look smooth and firm as parentheses, and not bumpy like a corduroy road. There is no straining, no panting, no dizziness, but all the time you feel the subtle pull and stretch of muscles coming into play. Our favourite (which is for the all-American problem of the *derrière*) is called Promenade sur Sa-Sa and is pretty hilarious—and you'll be surprised at what the drifty, dreamy, effortless exercise called Les Cloches can do for you.

Miss Sporer comes to your own home and puts you through your thoroughly individual course of sprouts in fifty minutes. Her telephone number is SUsquehanna 7-9025.



Playing up the American woman's penchant for all things matching, Daggett and Ramsdell produces an attractive compact and lipstick of brocaded metal



for all your tomorrows

Through scientific wizardry, through modern cosmetic chemistry, **germaine monteil** has developed a collection of beauty preparations that outwit the years... that valiantly defend you against the onslaught of time... that allow your loveliness to linger longer. Compounded by hand, each is accurately balanced of flawless ingredients—sure in its mission, swift in its achievement. Offered to distinguished women everywhere by America's fine stores.

Germaine Monteil

new york

paris



GABOR EDER

FOX FOR SPRING

SUCH A VARIETY OF COLORS AND STYLES
AT PRICES SUITABLE TO ALL

Revillon Frères
FIFTH AVENUE AT 54TH STREET

SPRING FABRICS

COTTONS and linens have attained a new chic for day and evening wear—Paris lauded them at the Openings. Their delightful versatility will see you, actually, through thick and thin. More than ever, you can depend upon their spick-and-span coolness wherever you go, for new processes make them really crush-resistant, or crisp. For the country, there are revivals of old prints and fabrics, like “star” gingham and calico; for evening, voiles and muslins. Gingham is new for town, because it won’t muss or fuss about awfully hot days, and launders like a lamb. New linens may have a crêpe-like weave. Below are descriptions of these new fabrics (photographs of them are on pages 96 and 97), with a suitable Vogue Dressmaking Design for each one:

FABRIC A: The design of the Sanforized-shrunk cotton used for Dress No. 8374 is taken from a Swiss wood-block, and printed in red and green on natural-coloured Ameritex cotton. Macy’s.

FABRIC B: Little green posies are scattered all over this mustard-yellow calico, made from an old design. Use it for Dress No. 8382. Ameritex Sanforized-shrunk fabric at Lord and Taylor.

FABRIC C: This sheer cotton is perfect for Dress No. 8372. Sky-blue with tiny white flowers, it’s permanently crisp, due to Bellmanizing and needs no starch in laundering. A McKay fabric at Lord and Taylor.

FABRIC D: White on pottery-blue is the scheme of this corded cotton from Pacific Mills—a perfect country cotton, for Dress No. 8373. Macy’s.

FABRIC E: For Dress No. 255, “Criss-Cross” sheer linen crêpe, in Wedgwood-blue. Crease-resistant. McBratney fabric.

FABRICS F: Very gay red and dark blue stripes woven on a natural linen ground; natural linen crêpe to match. Stevenson’s Moygashel linens are a fine medium for Dress No. 253. At McCutcheon’s.

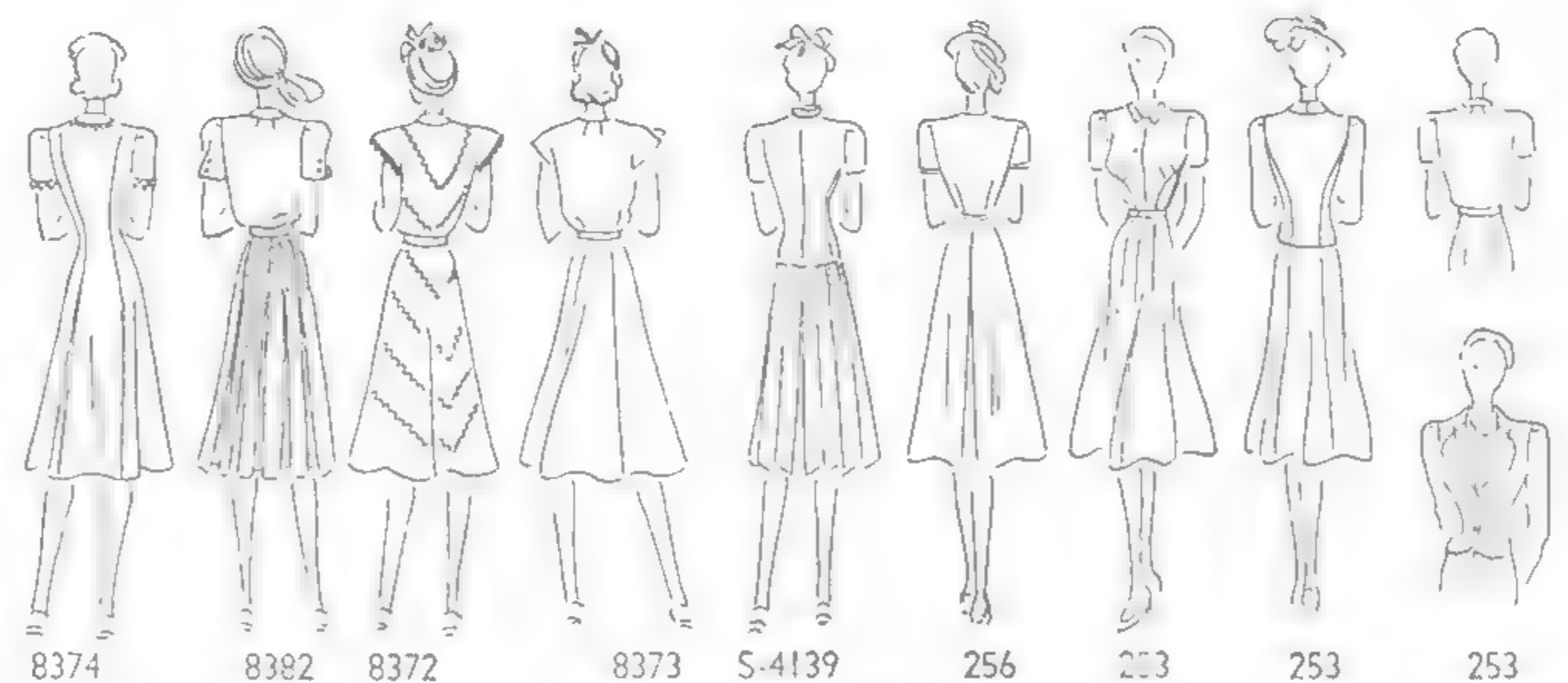
FABRICS G: When you make little Suit No. S-4139, use this cheery light blue-and-white checked gingham; D. and J. Anderson fabric at McCutcheon’s. And Everfast’s blue linen crêpe to match, which is crease-resistant. Bloomingdale’s.

FABRIC H: Galey and Lord’s old-fashioned star-patterned gingham, for your evening dress, No. S-4142. Jade-green and white. Macy’s.

FABRIC I: Filmy voile, magenta-rose, punctuated with little white stars, for spring evenings. Make Dress No. 8381 of this Everfast fabric. Macy’s.

FABRIC J: Sheer muslin in bright chartreuse, with little white wheels. Dress No. 254 is just made for it. Sanforized-shrunk Arnotex fabric at Lord and Taylor’s.

DESIGNS FOR DRESSMAKING



Vogue’s new Designs for Dressmaking are described in detail on pages 96 and 97; materials above. Designed for sizes: 8382, 8373, S-4139, 256, 253, in 12 to 20, 30 to 38; 8372, in 12 to 20, 30 to 40; 8374, in 12 to 20, 30 to 42



Here are three spring evening dresses that you can easily make yourself, in a sheer new muslin print, voile, or old-fashioned gingham. They are designed for sizes: S-4142, 8381, in 12 to 18, 30 to 36; 254, in 12 to 20, 30 to 38

PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 33.

How to select a powder texture that truly flatters



... one whose amazing "NO-SHINE" qualities actually appear as the *natural* beauty of your skin!

Women have long recognized the importance of choosing the correct *shade* in powder—but how few stop and consider the really vital importance of the PROPER TEXTURE. The wrong texture not only gives an unbecoming, made-up "flour-barrel" look, but often makes your skin appear older—spreading unevenly and giving an uninviting dry appearance.

That is why women are so enthusiastic about Chiffon Powder—the amazing powder that *protects* as well as *beautifies*—the lightest, finest-textured powder possible to make—yet one which gives an enchantingly smooth, flattering finish—a youthful glow that lasts even after *long hours* of golfing, bridging or shopping. Never cakes, piles up or dries the skin.

By a special process all "shiny" particles have been eliminated from Chiffon. It spreads so *evenly* and blends so *naturally* with your skin it becomes invisible—its beauty actually appearing as a part of your skin. Even in the most glaring lights you'll never appear obviously powdered. Delightfully fragrant yet delicately subtle—it never clashes with your favorite perfume. Don't fail to get a box TODAY! Seven carefully blended shades. \$3 and \$1 the box, at all better drug and department stores.

Chiffon Cleansing Cream

One of the most important duties to your skin is CORRECT cleansing. For this you'll find Chiffon Cleansing Cream ideal. It combines all the virtues of a liquefying and a cold cream with several new ones of its own! Chiffon contains the finest cleansing and lubricating oils whipped into a luxuriant fluffy base. Never leaves any greasy residue. Not only thoroughly *cleanses* but *softens* and *refines* as well. Ideal for ALL types of skin and *especially* beneficial for dry, sensitive skin that rebels at heavy creams.

PRIMROSE HOUSE BEAUTY INDEX

Only the skilled artistry of connoisseurs like Primrose House could create so complete a line of aids to protect and glorify your loveliness.

Dry Skin Mixture:

Helps dry, flaky, thirsty skin to look bewitchingly smooth and youthful. Created especially for the fine, extra-dry skin. \$6 and \$3.

Smoothskin Cream:

For lubricating a young or average skin. Helps to supple and give petal smoothness. \$3, \$1.75 and \$1.

Skin Freshener:

Mild toning and refreshing lotion that removes every trace of surface grease and tones the pores. \$5, \$2 and 85¢.

Smoothskin Oil:

A light vegetable oil to help soften and smooth dry, rough skin. Splendid massage oil for entire body. Never leaves skin sticky or greasy. \$1.75, \$1.

Petal Bloom:

A fine finishing lotion for face, neck, shoulders and arms. Especially blended so that it does not dry the skin or coarsen the pores. \$1.50.

Also rouge, eye shadow and lipsticks of the usual superior Primrose House quality.

You are cordially invited to visit our Fifth Avenue Salon when in New York and learn in detail why our scientific treatments are so outstanding and talked about.

Primrose House
Chiffon

595 Fifth Avenue, New York

LE GANT*

"STA-UP-TOP"

WON'T ROLL OVER



*"'Sta-Up-Top' certainly
slims your waist, dear!"*

*"It's so comfortable, too,
Mother, and won't roll over."*

Both Mother and Daughter have found that "Sta-Up-Top" is the foundation for Fashion's highlight—the slender waist. For it hugs and slims the waist like an extra set of muscles! There are girdles and pantie girdles, many with "TwoWay-OneWay" for back hip flatness. Like all Le Gants, "Sta-Up-Top" is the corset that's different, because it has the *comfort of elastic with the control of cloth.*

Both wear A'lure*, the s-t-r-e-t-c-h-a-b-l-e bra. This model (\$3.50) has the "Sta-Up-Band" which prevents wrinkling at the rib line and keeps the bra snugly in place. Other A'lures, \$1.50 to \$5.

Write for illustrated booklet, "Recipes for Figure Beauty."
The Warner Brothers Co., 200 Madison Ave., New York,
N.Y. In Canada, The Parisian Corset Mfg. Co., Quebec.

"STA-UP-TOP" AND OTHER LE GANTS

Pat. No. 2,136,742 \$5 to \$35—At Better Shops *Reg. U.S. Pat. Off.

DIEGO RIVERA

By Frank Crowninshield

THE canvas on page 62 of this issue—the portrait of Dolores Del Rio—is the fourth painting in Vogue's "Portrait-Painters of To-Day," a series which has aroused so marked a degree of discussion. The feature was begun, in the January 1 issue, with a painting of Mrs. C. V. Whitney, by Simon Elwes, which was, in turn, succeeded by Savely Sorine's portrait of the Duchess of Kent.

The purpose of the Editors is to supply an answer to the question, so often put to them, "What cosmopolitan painter is there—what artist favourably known in Paris, New York, and London, who could paint an agreeable and distinguished portrait of my wife?" One of our difficulties in answering such inquiries has been that some of the artists of the very first rank are often averse to accepting any portrait commissions whatever. In France, for example, this obstacle would probably be encountered from such masters as Matisse, Picasso, Rouault, Soutine, Segonzac, and Derain, indubitably six of the outstanding painters of our time, all of whom, in their paintings, prefer following their own devices rather than satisfying the taste of a client.

And the case, in the past, has been much the same with respect to Diego Rivera, the most renowned of living mural painters and one of the really germinating forces in the art of the Western Continent.

RIVERA'S PORTRAITS

Recently, however, Rivera has overcome what may have been more a theory than a prejudice with him, and has begun painting portraits of feminine sitters, some of them well-known figures in the Hollywood colony. This likeness of Dolores Del Rio—the first in a series of somewhat similar commissions—was made from photographic chromatic separations taken by Cedric Gibbons, the distinguished Art Director of Hollywood, who is the husband of Miss Del Rio.

This reproduction has been timed to coincide with the appearance of a new and authoritative biography of Rivera, by his friend, Bertram D. Wolff, which has just appeared, with the Knopf imprint. In this memoir, the painter is revealed as an artist of great power and range; as a political revolutionist; as an intimate friend of Trotsky; a Cubist painter—along with Picasso and Braque; and a striking and unpredictable personality in private life. He is also shown as the hero of the famous *scandale* which centred around his mural at Rockefeller Center, a fresco which was begun in the latter part of March, 1933, and for which he was paid \$21,000, though the mural itself was completely destroyed in February, 1934.

Mr. Wolff, in his most beguiling biography, gives us successive and provocative glimpses of Rivera's life in Montparnasse; in Russia, in Mexico, and New York. We are told of his two marriages and of many of the people in his personal *entourage*; of his political aspirations and vicissitudes; of his invention of so-called Marxian paint-

ing (a type of pictorial propaganda, faintly suggesting revolution, which seems to have swept many parts of the world); and of the various divisions in the world's art, in which the Mexican painter has become so widely and appreciatively known.

The author also gives us the details of Rivera's relationships with Henry and Edsel Ford and of the commission, which they sponsored, of decorating the great court of the Detroit Art Museum with his series of frescoes called "Man and Machinery." It was these murals, unveiled in March, 1933, which, for all the senseless disapproval of them by Detroit's embattled reactionaries, were generally hailed as the most impressive, the most personal, and the most vitalized frescoes in America.

Rivera began exhibiting his work, in France, as early as 1912, where his paintings instantly attracted the active attention of the critics. In 1914, he held a one-man show in Paris, in which he exhibited groups of landscapes, still lifes, drawings, paintings, and water-colours. For nearly thirty years, he has struggled to express the pure, or native Mexican spirit, in art, but his long association with French painters and French tradition has perceptibly permeated his work. So that, like Modigliani, Picasso, Soutine, Chirico, and Kisling, he remains a foreign painter but a little influenced and tempered by the taste of France, a kind of infiltration which is not felt in the other Mexicans; in men, let us say, like Sigüeiros, Orozco, and Rivueltas.

It is probably as a mural painter—and one with a monumental vision and an almost monstrous gift of fecundity—that Rivera will longest be remembered. Indeed, his hundred and twenty-four murals in the Education Building, in Mexico City, constitute, in view of their size, number, and beauty, one of the most miraculous achievements in modern painting.

DIEGO RIVERA

Whether or not Rivera will go on with his portrait-painting is a matter which he has not yet decided. It is a good sign, however, that the Dolores Del Rio canvas is being followed by other Hollywood commissions, among them—notably—a portrait of Mrs. Gary Cooper. It would appear that this Mexican artist has an infallible flair for selecting feminine models of the more romantic order, his two wives—Guadalupe Marín and Frida Kahlo—having certainly proved striking and inexhaustible subjects for the painter's brush. (It might, parenthetically, be added that Frida, his present wife, is a painter in her own right and that she was recently accorded an exhibition at the Julien Levy Gallery in New York, which aroused a great degree of curiosity and friendly interest.)

Rivera is still a young man; a painter of only fifty-three. With his energy unimpaired, his creative vision as clairvoyant as ever, his fame increasing—what will such a prodigious talent accomplish during the next thirty years, or even—if his span is to match Titian's—in the next forty-five?



SMART FAMILIES
are applauding



the new
Family Size

VITAMINS PLUS

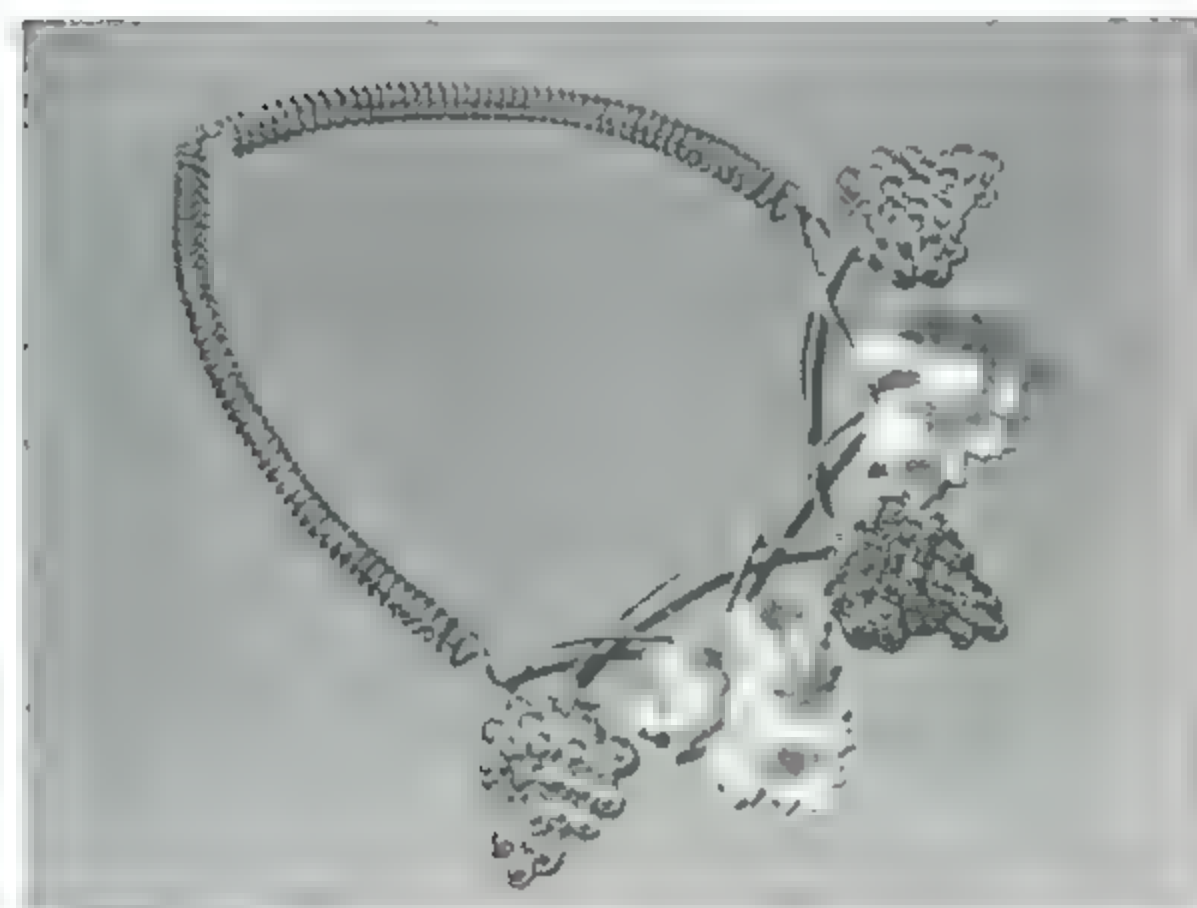
\$5 for 96 capsules

You've asked for it...you smart families who have been faithfully following your VITAMINS *Plus* routine. So here it is—the new *Family Size* VITAMINS *Plus*...twice the number of capsules in the regular \$2.75 box for only \$5—a saving and a convenience. Ninety-six capsules...48 daily vitamin routines...containing all these vitamins—A, B, C, D, E and G. And, for plus effectiveness, liver concentrate and iron. Have more fun...Feel fine in '39...And don't forget your VITAMINS *Plus*—Family Size \$5; regular size \$2.75

Copyright March, 1939, Vitamins Plus, Inc.

Vitamins Plus

THE RETURN OF THE CHOKER



A harvest of metal grapes and leaves, on one of the new, rigid-in-front necklaces. A spring, like grape-vine tendrils, encircles your neck. Macy's



This spring, you'll wear pottery around your neck, and love it. Strung on a cord (very new idea), eight green pottery leaves. At Lord and Taylor

Below: Another of the new chokers tied with cord. Delicate, pale blue and pink glass beads—a Leo Glass necklace from Bonwit Teller

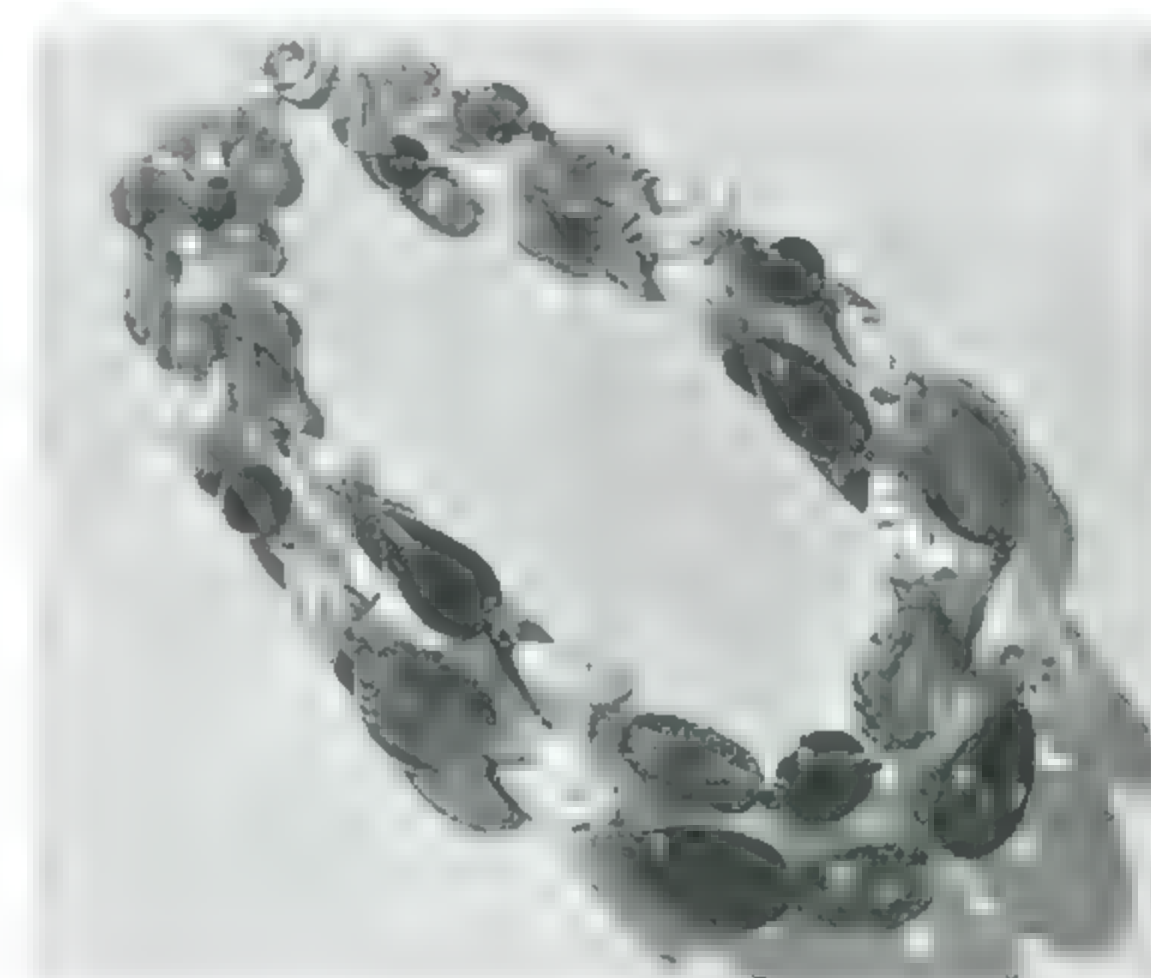


Above: Like a jewelled collar, a necklace of red and green beads on gold metal chains. Dangle it at the neck of gipsy blouses. From McCutcheon's

Eastern splendour for a simple black dress: the star and crescent, emblems of Turkey, dripping from a very new gold metal chain. Saks-Fifth Avenue



A two-strand choker of emerald and blue beads, with baroque pearls. Good with almost everything...especially navy-green. McCutcheon's



Supreme
in the art of
fine corseting

LILY OF FRANCE

STEP-INS and DUO-SETTES made only by LILY OF FRANCE
and MME. IRÈNE •• FEATURED AT BETTER STORES \$5 to \$50

Precious gypsy jewels from Cartier . . . Hat from Nicole de Paris.



Vivian Gordon Linke, of Washington, D. C., finds photographic modeling under the John Powers banner a fascinating career. Social Registerite, Junior League member, Miss Linke was educated at the University of Brussels. In private life, she is the wife of a Lieutenant Commander in the United States Navy. She says: "Now that I am modeling, I depend on Revlon more than ever for perfect nails!"

Tringar...

Revlon's NEW spring nail enamel shade

Spring is a gypsy . . . and TRINGAR is a Romany queen! Gypsy rose-red . . . rich, *wonderful* with navy, black, grey, beige and all the flower pastels so important fashionably this season. Like Jueltone, TRINGAR comes in *three* graduated tones—each styled to individual taste. And so you may choose TRINGAR-1, *light* gypsy rose-red; or TRINGAR-2, *medium* gypsy rose-red; or TRINGAR-3, *dark* gypsy rose-red, with the certainty that—light, medium or dark—it is the loveliest, most fashionable shade you can wear!

Smart women the world over say that Revlon is best for looks, best for wear, best for nails. You—and *your nails*—will prefer Revlon Cream Nail Enamel. Its soft, creamy texture keeps nails on their best behavior. Ask for TRINGAR, 1, 2, or 3. Featured in leading department stores and in quality beauty salons.



Nail "Tips": Revlon Cream Nail Enamel contains no acetone or similar ingredients which tend to dry the nails. It is exceptionally kind to nails because of its soft, creamy texture which you will notice as you apply it. Revlon forms a durable film which insures long wear . . . yet is soft and elastic, allowing nails to grow and develop naturally without the drying effect which might result from a non-elastic coating.

Revlon CREAM *nail enamel*

REFLEXIONS

*The way to say
'Remember Me'*



P A R F U M S
C I R O
P A R I S

REFLEXIONS—\$35, \$18, \$12—AND A CHARMING \$5 SIZE

DANGER—Ciro's frank new perfume. Not for the timid! \$27.50

PIN DOWN SOME NEW PRIZES



For a lapel-proud suit, a cocksure rooster of baroque pearls and gold metal. Tail-feathers and cock's comb are of bright enamel. At Hattie Carnegie



With this Horn of Plenty, you pin on a prosperous look. It's of gold metal, overflowing with bright emerald-green glass stones. At Saks-Fifth Avenue

Below: Amusing replica of a Russian Easter egg, in colourful painted porcelain, mounted on a stickpin for your lapel or hat. Find it at Macy's



Above: A very elegant safety-pin with a handsome head of metal enamel. It has a design of simulated pearls. Castle-cliff pin. From Bonwit Teller



Brilliant idea, with a white summer evening dress (or green slippers): this huge clip of large, clear emerald-green stones. From Franklin Simon

Swirling like comets' tails, two large clips of rhinestones set in gold metal. Every clip collection should have such clip classics. Milgrim has these



"WIFE TELLS HUSBAND AND How!"

*The Lady . . . wears a smart
black moire afternoon dress. Dress
and jewels from Bergdorf Goodman.*

*The Car . . . is a smart Chrysler
Royal Sedan.*



"JACK, you're in a rut! You're a man and you ought to know all about motor cars! But you don't, or you'd never be content with that antique chariot we ride around in. When we drive alongside one of those new Chryslers I turn simply green with envy!

"Can't you see the style and beauty of those tapered Airflow streamlines, with no headlamps sticking out in front and no bulging trunk breaking the rear-end sweep? You've never seen the inside...so you don't know about the gorgeous ivory plastic instrument panel and fittings . . . the beautiful upholstery and the great wide seats!

"You wouldn't know that the body is four inches wider at the windshield, with broad, uncluttered floors and plenty of room for those long legs of yours! And the biggest clear-vision windows!

"How much longer are you going to ask a 108-pound woman to drive a car she can't park? I want an easy-steering, easy-braking, easy-riding car like Chrysler! And I want a steering wheel gear-shift, too!

"Get up-to-date! Find out about superfinished parts and how they double engine life! Just drive a car once that really loves to GO!

"And look at the gas our old car burns! When I shop, I *shop* . . . and I know that this Chrysler is modestly priced and very economical to operate. So, get out of the rut . . . let's buy a Chrysler!"

1939 CHRYSLER ROYAL . . . 100 horsepower, 119-inch wheelbase. 1939 CHRYSLER IMPERIAL . . . 135 horsepower, 125-inch wheelbase.

Also Chrysler's famous Custom Imperial in five and seven passenger sedans and limousines . . . with Chrysler's amazing new transmission advancement, the Fluid Drive.

★ Tune in on Major Bowes, Columbia Network, Every Thursday, 9 to 10 P. M., E. S. T.

BE WISE

Buy Chrysler!



HE'S MIGHTY THANKFUL FOR CURITY — *and so is his mother!*

Because of Curity he wears diapers made of a lighter-weight, less-bulky, surgical-weave fabric called LAYETTECLOTH. They are softer, they have no hems, and they are thirty per cent more absorbent than the kind mother wore. They wash much more easily, they dry twice as fast — no wonder both he and mother are thankful for Curity!

His Curity bibs and nursery pads are made of this same modern nursery material, devel-

oped by a leading maker of hospital dressings. Specialty shops and department stores are featuring the complete line of modern Curity products in their infant's departments — now. See them before you buy your layette.

A color print of this baby picture suitable for framing and a full-size, trial Curity diaper will be sent on receipt of 25 cents. Address: Department 700 — KENDALL MILLS, Division of The Kendall Company, Walpole, Mass.



Curity
REG. U.S. PAT. OFF.

NURSERY PRODUCTS

DIAPERS • PADS • MASKS • BIBS • COTTON



VERY FIRST TROUSSEAU



HIRSCH

White dotted Swiss dress with bands of lace; pink embroidered crêpe de Chine coat and bonnet. All by Yolande; Saks-Fifth Avenue

YOU might, of course, just ask for A Layette, and get it all complete in a box, and a very good one, too. But if you want to have the most fun out of your Young Hopeful's trousseau, pick it out yourself, one piece at a time.

Remember that a baby's skin is as delicate as an apple-blossom, and have everything not only washable, but truly soft to the touch. There is a wonderful Curity diaper made of a double thickness of gauze, which is very absorbent and airy, yet has no irritating seams of any kind. You buy just one size, and fold it to fit as the baby grows older. (Best) A little linen-and-cotton knitted shirt is also very soft; and the straps are guaranteed non-slippable. Vanta also makes adorable white wrappers out of the same material, with pink or blue stitching. (Altman) Since just-before-bedtime is the time new beauties have the most callers, a pretty wrapper is quite important! Yolande has one of pink crêpe de Chine, edged with real lace. (Saks-Fifth Avenue) Many mothers like all-pink trousseaux, whether for a girl or a boy.

For the newest Newcomer, try to avoid dresses with collars, for they are likely to roll up into a ridge under his chin. L. Brogan has a little dress of pink lawn, with a high, round neck trimmed with narrow real lace. Sweaters should be minus buttons, and big enough to get in and out of, yet high-necked for warmth.

The bassinets that "fascinet" are more practical than ever before; the drapery can be taken off, washed, and put back on as quick as a button. Saks-Fifth Avenue has these.

And start, with this very-first trousseau, your baby's appreciation of fine clothes.



Pink knitted cotton play-suit. Vanta; from Bloomingdale's. This Playtex diaper ties at the side. Saks-Fifth Avenue. A bassinet with summery chintz. From Bonwit Teller



NOW, LET'S *go walking*

..... IN
HILL AND DALE SHOES



It's time to get out of doors—in Hill and Dales—those flexible shoes, built for walking. Here are two of many smart models, featuring "Lite-Foot" construction and in-built comfort, to make summertime activities a real delight.



Above—a new oxford, white with polished calf trim—perforated vamp—resilient leather heel.

Below—the classic pump, in genuine white buckskin, with contrasting trim and built-up leather heel.



Hill and Dale Shoes, priced from \$6.95 to \$10, are sold by—
LORD & TAYLOR—New York

ALBANY, N. Y.—Fleishman's	LOS ANGELES—J. W. Robinson
ANN ARBOR, MICH.—Goodyear's	LYNCHBURG, VA.—R. A. Baldwin Sons
BALTIMORE—Wyman, Inc.	MORRISTOWN, N. J.—Mills-Grayer, Inc.
BERKELEY, CALIF.—Huston's Shoe Store	NASHVILLE, TENN.—Meadors
BIRMINGHAM—Wheeler's Shoe Store	PHILADELPHIA—N. Snellenburg
BRIDGEPORT, CONN.—Davis & Savard	PITTSFIELD, MASS.—England Brothers
BROOKLYN, N. Y.—Billy & George	PLAINFIELD, N. J.—Van Arsdale's
DANBURY, CONN.—Lane's	PORTLAND, ORE.—Charles F. Berg Co.
EAST ORANGE, N. J.—R. H. Muir	READING, PA.—Wetherhold & Metzger
FAYETTEVILLE, N. C.—Capitol Store	RICHMOND, VA.—F. W. Dabney Co.
GERMANTOWN, PA.—Robt. Cherry's Sons	RUTLAND, VT.—The Charles Sterns Co.
GREENVILLE, S. C.—Meyers-Arnold Co.	SALEM, MASS.—Lally's
HAGERSTOWN, MD.—Bikle's	SAN FRANCISCO—Livingston Bros.
HARRISBURG, PA.—Mary Sachs	SANTA MONICA—H. C. Henshey Co.
HOLYOKE, MASS.—Thomas S. Childs	TUCSON, ARIZONA—Steinfeld Co.
HONOLULU, HAWAII—M. McInerney, Ltd.	UNIONTOWN, PA.—Campbell-Hathaway
JAMAICA, L. I., NEW YORK—Gertz	WASHINGTON—Woodward & Lothrop
KALAMAZOO, MICH.—Gilmore Bros.	WILKES-BARRE, PA.—Walter's Shoe Store
LANCASTER, PA.—Watt & Shand	YAKIMA, WASH.—Arbuckle King & Co.

And stores everywhere; for their names, write DIXON-BARTLETT CO., BALTIMORE, MD.

FOWNES PRESENTS... LOVELY GLOVES IN FASHION APPROVED ENKA RAYON



TOP—Interesting combination of Shartex[®] milanese and novelty crochete.

BELOW—A crochete glove with doerskin insert...a new fashion idea. Also available in a combination of Shartex[®] milanese with doerskin insert.



Hands like flower petals this season...feminine, dainty, appealing, in these new gloves of Enka Rayon. Beautifully designed for flattery, in garden colors as well as staple shades...\$1.00 at better stores everywhere.

FOWNES BROTHERS & CO., INC. • ONE PARK AVE. • NEW YORK

AMERICAN ENKA CORPORATION • 206 MADISON AVENUE • NEW YORK

FOR THE YOUNGEST HOPEFUL

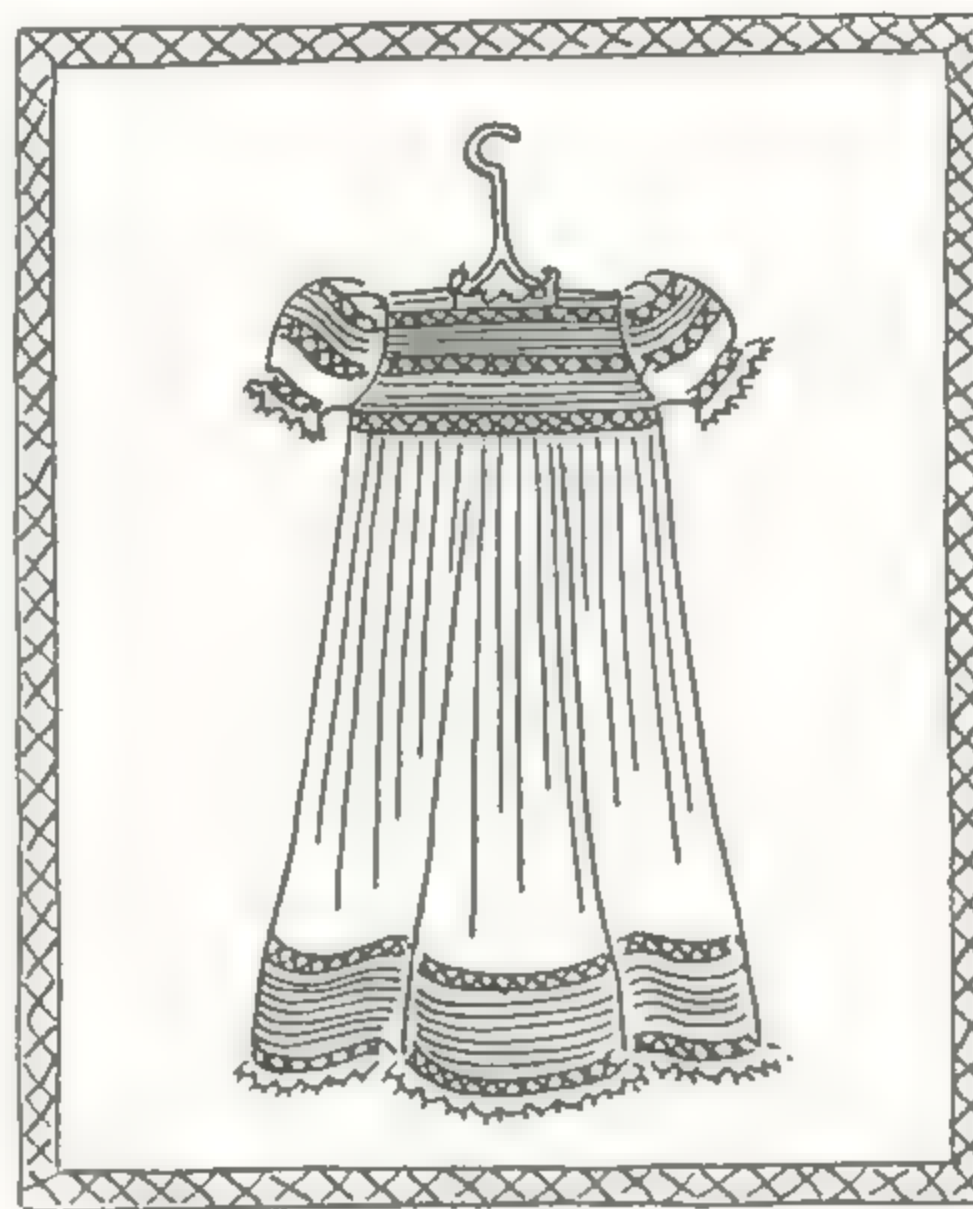


Pink, for a boy or a girl - pleated georgette crêpe coat, with delicate embroidery on the collar, the hem, and the little bonnet. From L. Brogan

Pink and white, like a strawberry soda, is this lawn dress with bands of white puffing and tiny ruffles everywhere. For a one-year-old. Marcelle Julien



For summer, the youngest set likes to wear fragile white lawn finely tucked in bands, and edged with narrow, hand-made lace. From Best



For His or Her first public, a christening-robe of white lawn, finely embroidered, with real Valenciennes lace. A pillow to match. Childhood, Inc.



The youngest spirit-of-spring likes scallops on the cape of her pink piqué coat, and on her saucy bonnet, which is pink piqué, too. Best has these

FROM *Spring Fashions* IN PARIS

LA CROSS CREATES THESE THREE NEW NAIL POLISH SHADES



ROYALTY

Rise to ROYALTY if your style is sophisticated! Its proud fuchsia picks up the smartest shade in your prints—accents your town tailleurs, black or navy costumes.



CAMELLIA

In the waltz-and-flowers mood, wear CAMELLIA—a heart-enchanting pink, petal-soft, for the “blued” pinks and fuchsias—and evening’s lovely whites. Identify it by its flower-symbol!



MINUET

Go romantic—spring fashions have never been so alluring! With lacy blouses, delicate prints, and bouffant evening skirts, be inspired by a coquetry of long ago, and wear MINUET—a romantic mauve.



THESE spring-flower fashions from Paris demand nail polish to match in *mood* and *color*!

With three new key-shades, formulated by La Cross, you can have a nail polish wardrobe to make your fingers lovely and *perfect* accessories in the spring fashion-picture!

Best of all, these Paris-new polishes are made by La Cross, the famous house of hand care, whose manicure implements are unexcelled, whose polishes are of the finest quality, with a luster like jewels.

See the display of these breath-taking new shades, with their fashion-symbols, at the finer department stores, 50c a bottle. (Or ask your manicurist to apply them at your next appointment.)

La Cross



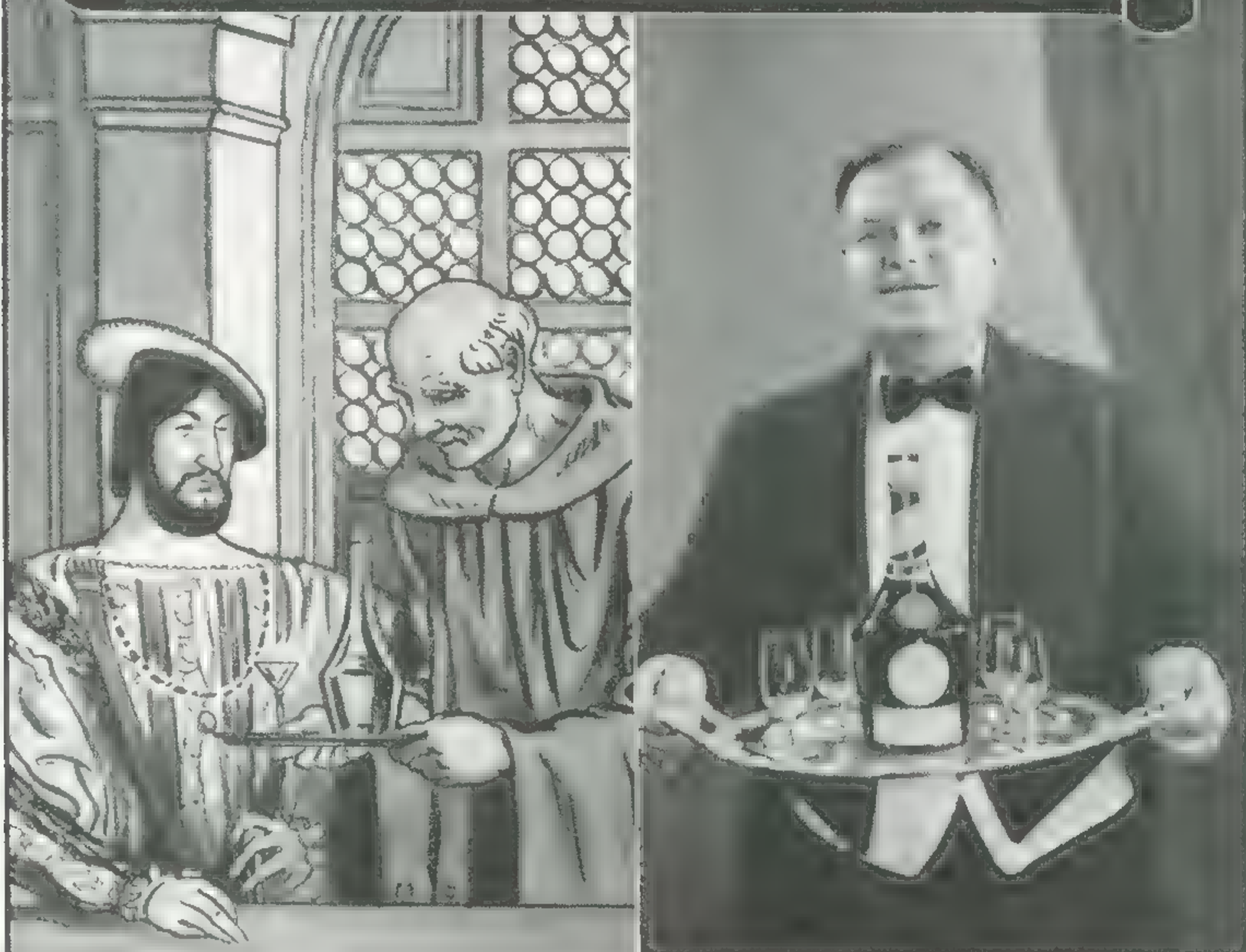
ARE YOUR NAILS BRITTLE?

The La Cross Glycerated★ Manicure is designed to help combat brittle nails—with non-acetone preparations, special treatment. Your beauty salon has it!

★ Reg. U. S. Pat. Off.—No Acetone

LA CROSS, NEWARK, N. J.

Four Hundred Years of
Social Leadership—
BENEDICTINE*



1534 As served to King Francis I of France when he visited the Bénédictine abbey at Fécamp, France. History records that he said: "By my faith, I have never tasted better!"

1939 As served by Kostia, butler to Prince Alexis Obolensky, in 20th Century America. . . . Today Bénédictine, still made in the quaint town of Fécamp, is enjoyed throughout the world.

**Now Also—Bénédictine's Own
Bottled B AND B Liqueur†**

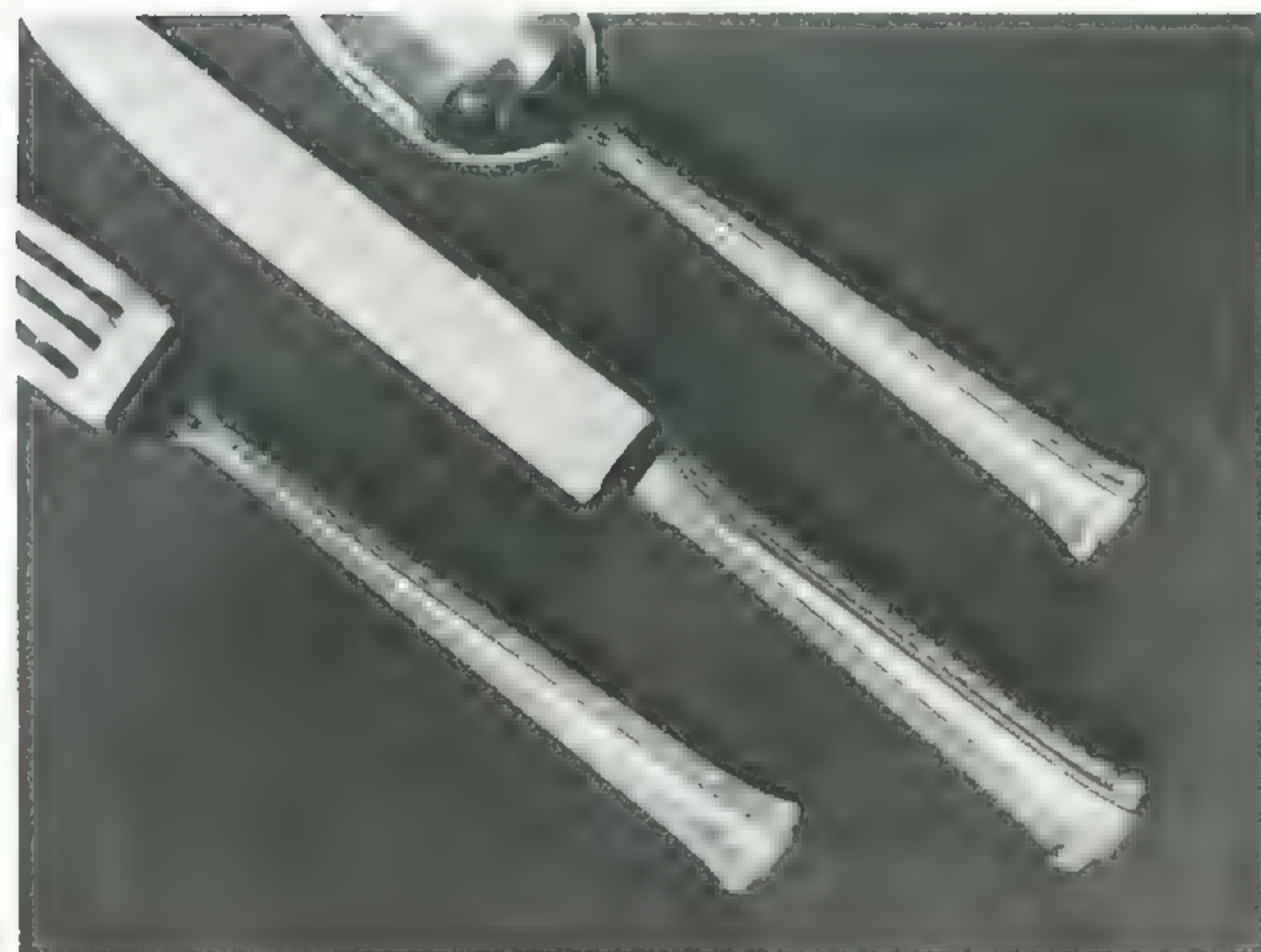
Now, after 4 centuries, Bénédictine has a distinguished companion liqueur. "For Those Who Prefer A Drier Liqueur"—Bénédictine's bottled B AND B is the famous Bénédictine and selected Cognac brandies. Perfectly blended in Bénédictine's centuries-old cellars at Fécamp, it is far superior to hurriedly mixed Bénédictine and Brandy. Despite the addition of costly Cognac brandies, B AND B costs no more than Bénédictine.

*Trademark Reg. U. S. Pat. Off. †Trademark Reg. Applied For. Both 86° proof. Julius Wile Sons & Co., Inc., N. Y. Sole U. S. Agents.



"AFTER COFFEE . . . A
BENEDICTINE D.O.M."

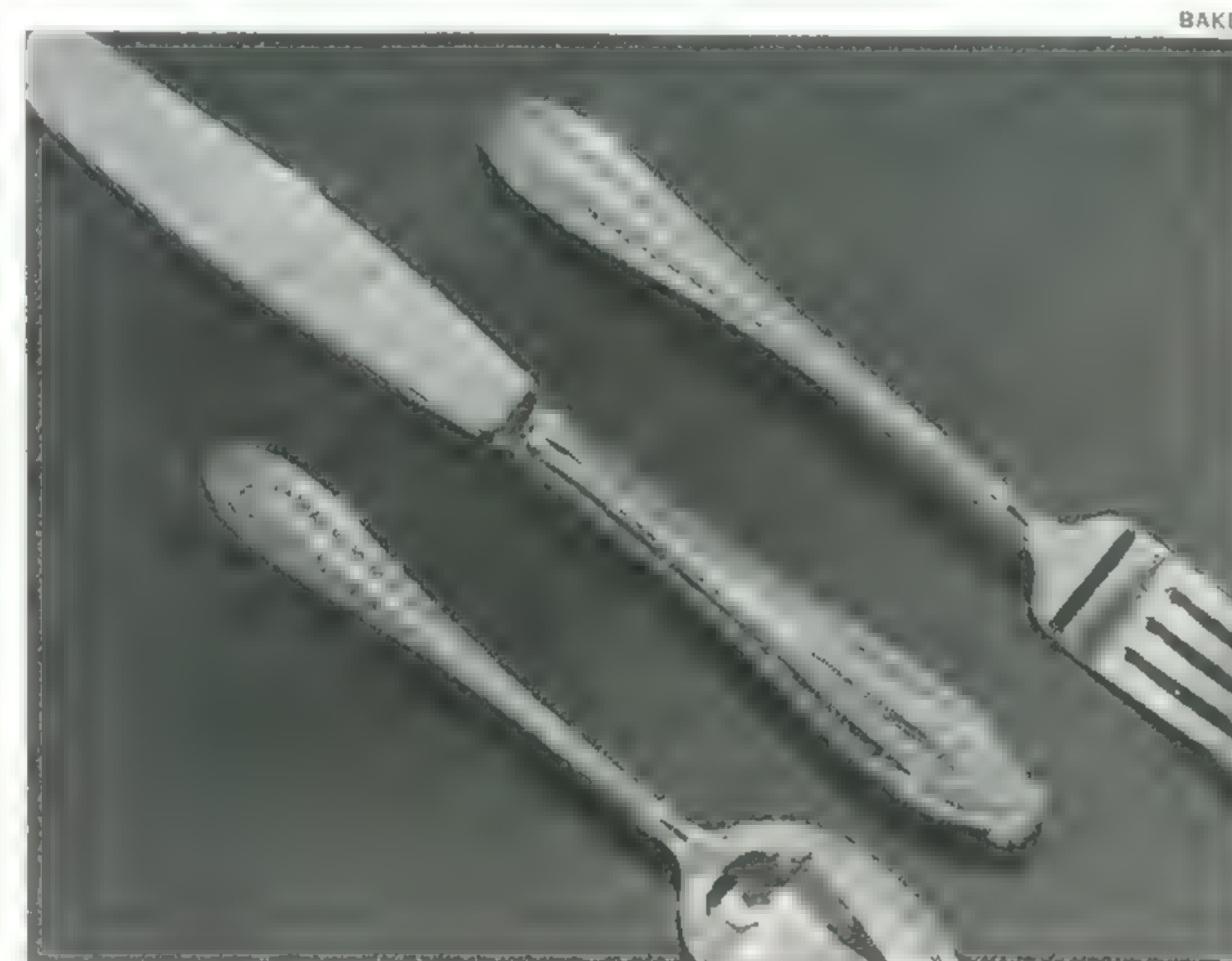
NEW SILVER STARS



If you are moved by the traditional, the fine, the reserved patterns in silver, you will want this "Nancy Lee" pattern that would have delighted Paul Revere, John Hull, or any of the old silversmiths. It is one of the finest modern sterling pieces done in the spirit of the American Colonial period, yet it will blend gracefully with modern china and decoration. Reed and Barton



There is a third-dimensional beauty about the delicately executed scroll at the tip of this pattern. It is called "Rembrandt," after the great master of realism, and resembles some of the old Dutch Colonial silver, with its direct, simple curves. It is a sterling silver pattern that any discriminating bride would be proud to call her own. Designed by R. Wallace, silversmiths



"Mozart," with its scroll tips, has a delicate, ornate beauty, an heirloom quality. It is made of sterling silver, with a hand-wrought effect, in the spirit of Viennese baroque. A lovely treasure for some young bride or an eighteenth-century house. This is another "Great Masters" design, with a three-dimensional, plastic effect which is very new. R. Wallace are the silversmiths



HE GIVES *New Glory* TO WOMEN'S HAIR

RILLING has been a great name in permanent waving for years, yet you may never have heard of Paul Rilling.

But to your hairdresser he is the creative genius who has simplified permanent waving . . . and made it possible for hairdressers to give you a more comfortable . . . a more beautiful . . . a much cooler permanent.

Paul Rilling's latest method of permanent waving is called Rilling Koolerwave. It is the coolest method of permanent waving ever developed. It uses no electricity . . . no machine, and is decidedly different from any other machineless method. Waves start closer to the head . . . giving longer life to your permanent.

PAUL RILLING

YOUR HAIRDRESSER GIVES BEAUTIFUL RESULTS LIKE THESE

THE HAIRDRESSERS OF AMERICA . . . today the leading hair stylists of the world . . . were quick to approve Rilling Koolerwave because it permits them to make even greater use of their creative skill and professional artistry . . . helps them give you a softer, more lustrous, and longer lasting permanent wave. Ask your hairdresser about a Rilling Koolerwave Permanent.



No wonder it's called the "RILLING KOOLERWAVE"

NOW— a Special Type Lipstick to Avoid that "Wet Paint" Look All Men Despise



*Lips Instantly Seem Petal-Soft,
Compelling... A Thrilling Experience*

AMAZING CREATION OF FRENCH COLORIST MADE TO MATCH THE PULSING COLOR OF THE HUMAN BLOOD

TODAY there is a way of make-up that may astound you by what it does for your appearance. On all sides, many women are adopting it.

You simply use a *special type* of lipstick called Angelus Lipstick, that is made to match the warm, pulsing color of the human blood. Thus its color blends magically with your own skin tones, giving a perfectly "natural-looking" make-up.

Your lips seem in full-bloom, tender, appealing—you avoid that "wet paint" look all men despise.

So try this way. Try especially Formal Red #404... an utterly new color that is gay and enchanting by day—after dark exotic... *compelling*.

See the other marvelous colors too—such as Framboise, #414, and Coronation Red, #400. Win new loveliness this way. At all drug and department stores.

Listen to "The Romance of
Helen Trent" week days
at 12:30 P. M., N. Y. Time,
Columbia Network.



CREAM ROUGE
in colors to match
the Lipstick

ANGELUS
LIPSTICK
by
Louis Philippe



DECORATOR'S DAY-BOOK



Wall-papers—"Old Garden Sprays," in natural colours. Left: "Ivy Trellis," in green and grey, on a white background. Hobe Erwin Editions

COLOURS are softer, in this summer's fabrics and papers, with only a few highly coloured effects, a few nostalgic reversion to the naturalistic patterns of 1900, in papers and chintzes.

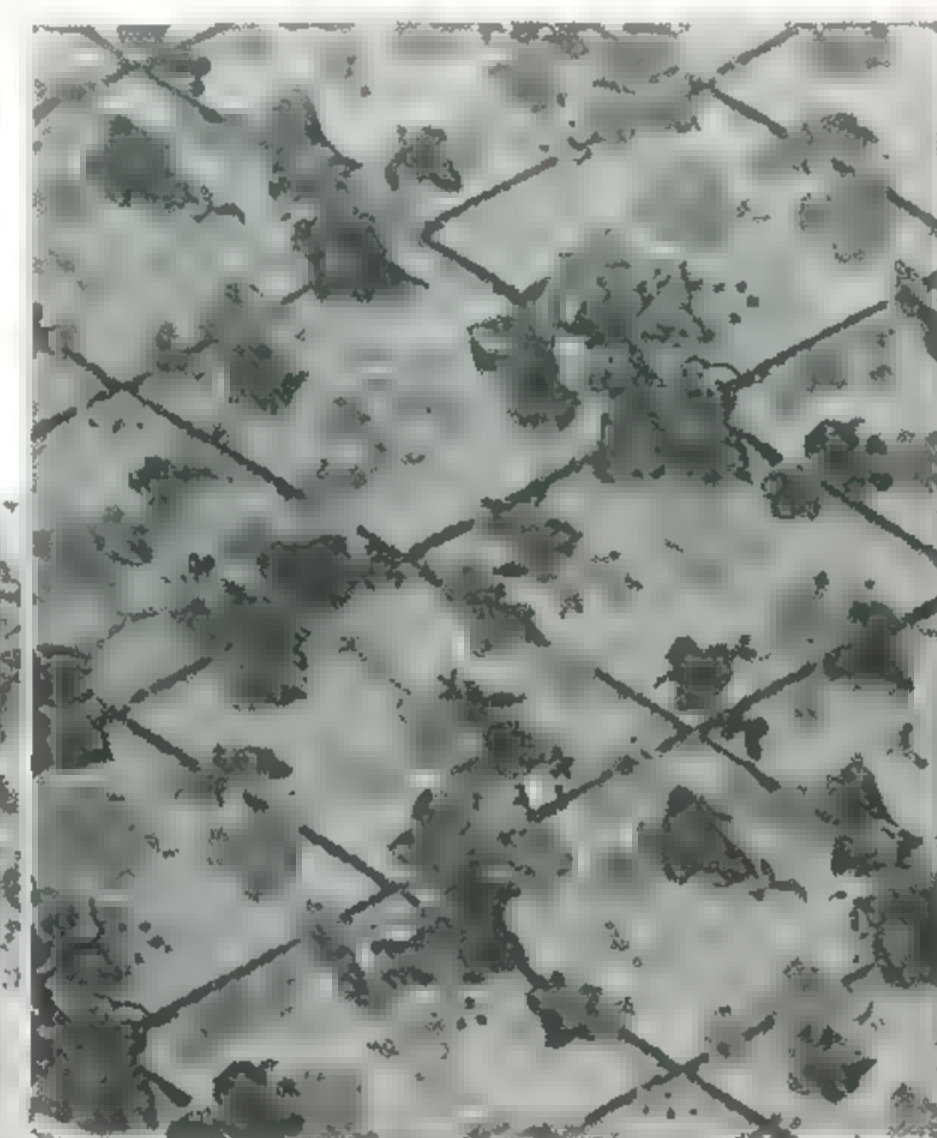
The six new numbers from the *Hobe Erwin Editions* are all papers more or less adapted from old documents. For instance, the "Needlework Wreath," with its sharp greens, magentas, and pinks, and adroit touches in bright purple, is adapted from a Victorian needlework pattern; best on a pearl-grey ground. (Page 124) The "Louis Philippe" has stripes of white roses and sage-green leaves on a grey and faded-pink striped background. "Old Garden Sprays," shown above, is a pattern developed from an old painted velvet, with its five-inch sprays of rather overscaled tulips, primroses, and lilacs; natural coloured, against a buff ground; or more brightly coloured, against a white satin ground. The "Horace Walpole" ivy paper above, has a pale grey trellis and soft green ivy on a glistening white or sky-blue ground. Three of the Erwin papers from former editions have been used for the settings of "Gone with the Wind," which speaks well for their authenticity.

For the curved wall in a restaurant at the World's Fair, *Katzenbach*

and *Warren* have made an effective paper showing the sky-line of a topiary garden. Here, the green forms of leafy topiary-work are silhouetted against a white background, with a great effect of distance. For the San Francisco Fair, they have made a two-pattern paper, which, if put to its full use, with arched trellises at the top, will make a gilded summer-house of any room. The paper with a gilt lattice on white, called "Golden Gate Trellis," is used on the walls in panels that support a ceiling covered with the same latticework; and the "Golden Gate Butterfly," in the same colours, showing tiny gilt butterflies and rosettes, is used to fill the intervening panels. (These appear on page 123.)

Papers with chintzes to match are being revived, and *Katzenbach and Warren* have cooperated with *J. H. Thorp and Company*, whose "Clovelly" glazed chintz (page 123) matches the *Katzenbach* paper of the same name. This is a meandering flowered pattern in fresh crimson and blue on ivory; and, for good measure, *Thorp and Company* make a printed voile in this same pattern. You will need your decorator to guide you in both these establishments.

Barrie and Desmond have just brought out their well-loved "Rose



Fabrics—Ivy in green, lilac, and rose on a pale green ground. Left: Lilacs in natural colour, on a grey-beige background. From *Barrie and Desmond*

DECORATOR'S DAY-BOOK



Papers—"Golden Gate Trellis" and "Golden Gate Butterfly." Right: Chintz from Thorp, red, blue, and ivory; paper to match. Katzenbach and Warren



Trellis" paper, all in cool blues and whites, and this pattern, when used over walls and ceilings, makes another of those bower-rooms that are so entrancing in a country house.

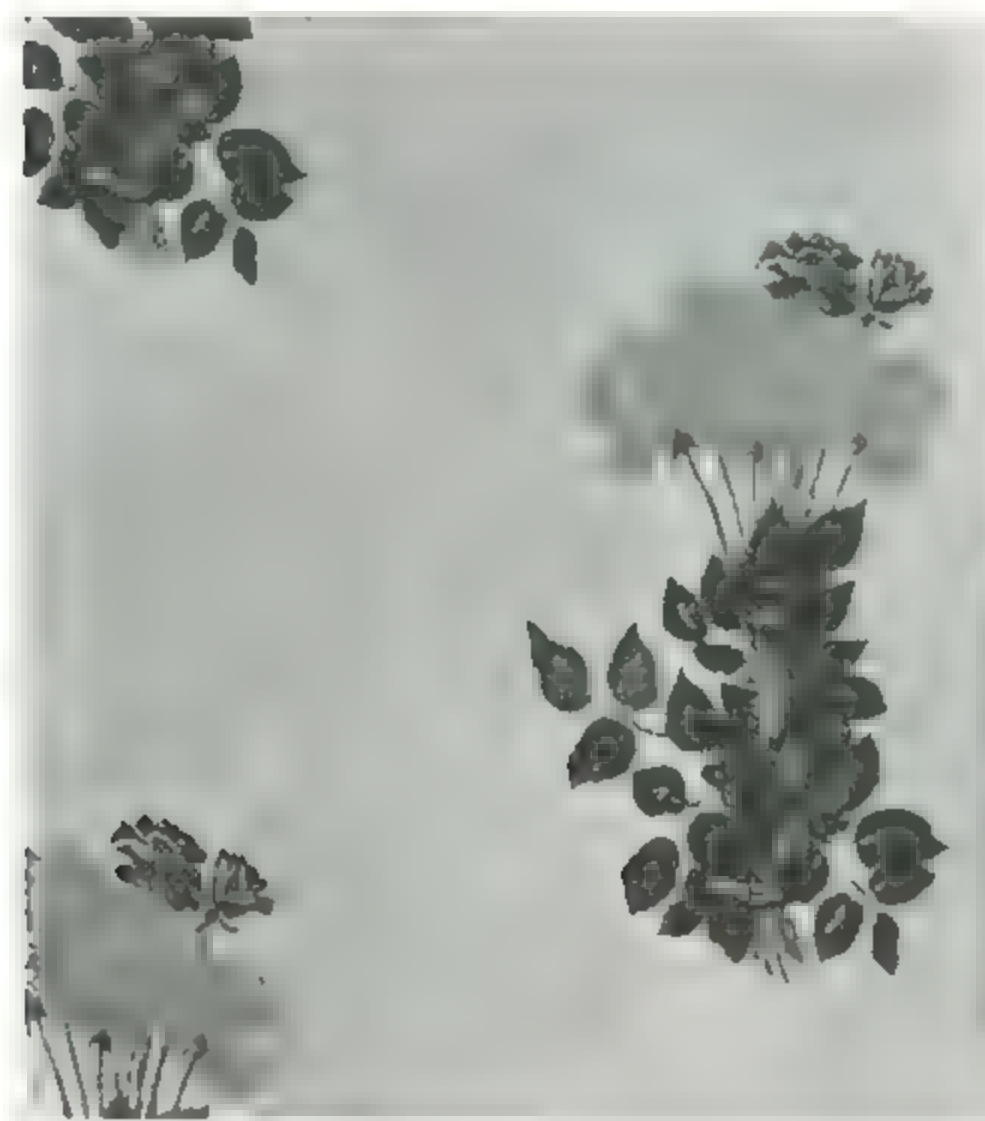
The classic place to find papers and chintzes to match is *A. L. Diamant's* shop in Fifty-Third Street. Here, they have those small- (and large-) patterned, brightly floral French papers, many of them with chintzes to match. A new pattern this spring is the "Ara-bella." This is a glazed chintz (and a paper to match), with a pale green ground, and large bouquets in soft orange, yellow, and green, and touches of violet. Diamant makes, too, a fine Early Edwardian pattern (in paper only) of wide bands of pink, white, and blue flowers on a grey background, with narrow, grey, lace-like stripes to set them off.

Feathery natural lilacs on a white ground striped in grey make the reminiscent "Lilac" paper to be found at *Wolf Brothers*. The Imperial Paper Company makes this, and another of the same sentimental era "Dresden," with grey scrolls, bright pink roses, and green leaves on a glazed white ground. If your country house is in the New England vein, there is their "Spring Chintz," grey as to ground and crisply patterned with leafy stripes in deep brown and white, which divide the wide stripes of lilies-of-the-val-

ley and small blue and yellow sprigs.

THE FABRIC SITUATION is bright enough, with the plaid linens shown by *Susan Graves*, in colours that the Scotch never dreamed of. Some of them have striped linens to match. The large plaid (on page 124) in crimson, brown, and white has a crimson-and-white striped linen that blends nicely with it. In this same large plaid, you can find a dozen other colour combinations. There is a smaller plaid, too, that comes in such un-Scotch varieties as rust, grey, white, and brown, or greyed pinks, yellow, and white. *Howard and Schaffer*, where a decorator must supply your passport, offers a heavy cotton with slate-grey and white woven into a yellow ground. Here, they have a fine, narrow-width sail-cloth in a number of colours, and their well-known fine corduroy now appears in three soft new colours—sage-green, mauve-pink, delphinium-blue.

Anne Tiffany's "Datura" chintz, shown below, with its large white blossoms and green leaves, is to be had in a choice of backgrounds—pale green, yellow, eggplant, and khaki, and, most cool and subtle of all, cream-white. The *Barrie and Desmond* chintzes shown are finely printed on thin, smooth percale; the "Lilac" pattern on a beige-grey or pale chartreuse ground, and the (Continued on page 124)



Fabrics—Roses, red and pink, and green leaves, on white voile. Right: Large white lilies and green leaves on pale green chintz. Anne Tiffany has this



HIRSCH

DRESS FROM BERGDORF GOODMAN

BEAUTY bids you welcome this evening . . . her frock distinguished, her jewels gracious in the candle-light. Won't you join her, and salute her, with a glass of the beverage (the tangy, unsweetened, supremely figure-favoring beverage) which two continents enjoy?

DOLE PINEAPPLE JUICE
FROM HAWAII

Modern

AS A COCTEAU PRINT



Cocteau Print from Colcombet-Werk, Gown from Henri Bendel

Your passport to chic—a Cocteau Print for your evening gown, “fragile-toned” make-up—and Old Golds in your handbag. Old Gold has “*je ne sais quoi*” and you know what! Extra double-mellow flavor from extra-aged prize crop tobaccos; freshness extra-insured by an extra Cellophane jacket.

With people that matter, you'll be glad you smoke Old Golds!

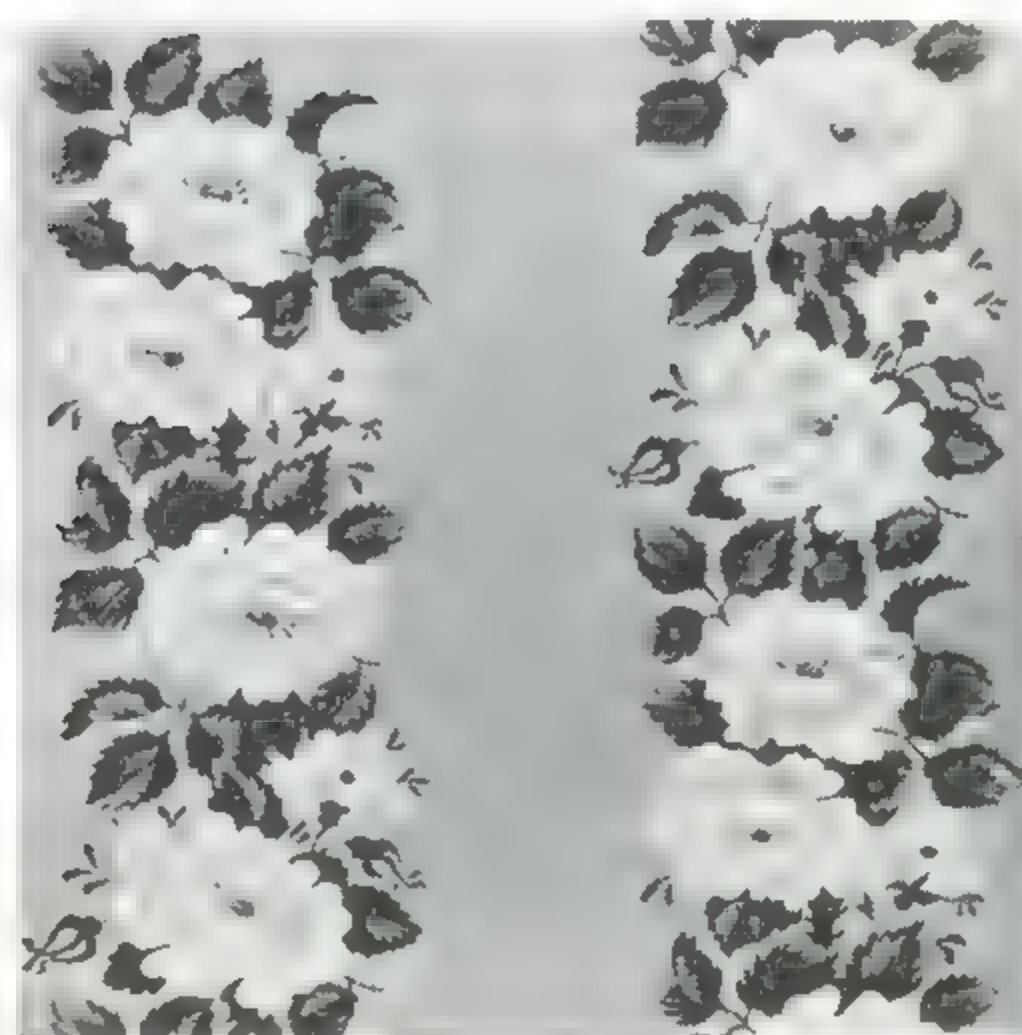


ALWAYS FRESH!

Doubly protected by two jackets of Cellophane. OUTER jacket opens at BOTTOM of pack.

TUNE IN on Old Gold's “Melody and Madness” with ROBERT BENCHLEY and ARTIE SHAW'S Orchestra, every Sunday night, Columbia Network, Coast-to-Coast.

DECORATOR'S DAY-BOOK



Wall-paper—Full-blown white roses on shell-pink and grey stripes. Right: Large Victorian wreaths in full colour on a grey ground. Hobe Erwin Editions



(Continued from page 123) “Ivy” on pale green. (Page 122).

The Margaret Owen fabrics are a gay and intriguing diversion for any country house, even to some of their names. “Donald,” which is a printed voile, has small plaid bows and polka-dots all over its white surface; and “Mamie,” an old friend, presents this year, by special order, beautiful chalk-white bouquets over a pale grey-blue chintz ground. Then there are the small yellow, white, and scarlet butterflies that are scattered over a black chintz; the huge bouquets of stiff white daisies scattered over white voile. Cats and mushrooms and trees, in colours, casually cover another white voile, and, in “Alouette,” there are swallows among red and blue poppies and larkspur.

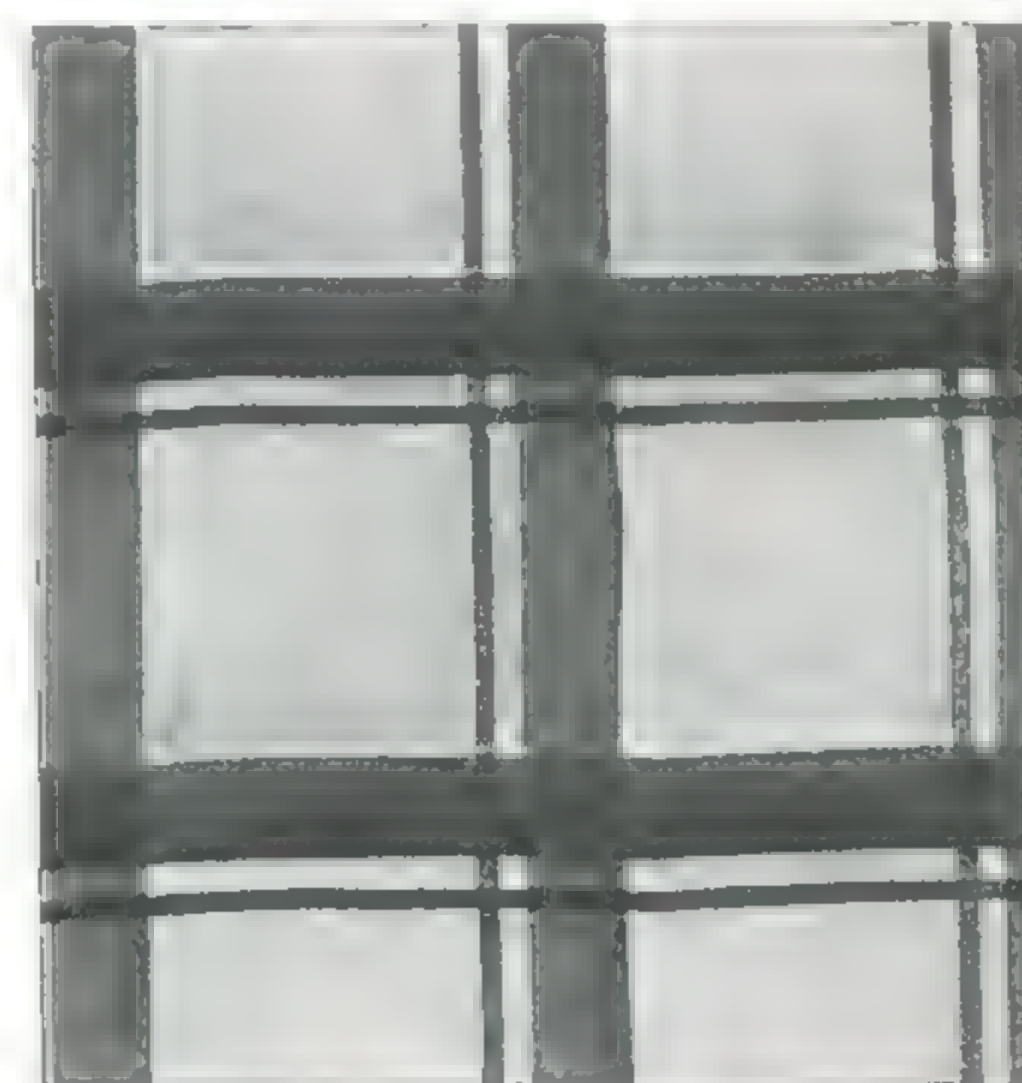
The furniture designers have been busy, too, not so much with a trend, but with individual inventions like Richard Sandfort's great iron-and-glass table. This is circular, with a scrolled frame of white painted iron and a glass top. This is usual enough, but, when you see it surrounded by its four curved console tables to match, its size is doubled and its capacity brought up to twelve. And if you use the centre table (seating four) separ-

ately and set up the circle of consoles around a tall garden urn full of flowers, you have places for sixteen. And that isn't all, for the consoles can be arranged end to end in a long, wavy line, for serving a buffet luncheon.

Mr. Sandfort's bench, called “Conversation Piece,” combines two low-cushioned benches with mesh-wire ends, to be used separately or together, or joined in the centre by a cushioned stool of the same height, making a very long divan. The cushioned bench does double duty, since, without its cushion, it has a solid metal top that serves as a cocktail table.

NEWS FOR NEEDLEWORKERS—Until the end of April, in the shop of Alice Baldwin Beer, Miss Sylvia Holt is showing really original designs for needlepoint. These patterns are done with a fresh approach, and with an original colour-sense that makes them unique in this rather neglected field. There is the design for a five-inch banding (or bell-pull, or valance) of white grapes and green leaves on a cream ground, and another of lavender morning-glories on a pale violet ground. She also has a set of chair-seats that show musical trophies in yellow, greys, and whites on black.

EVERETT GRAY LINSLEY



Fabrics — Crimson-and-brown plaid in bold scale, on white linen, with (right) crimson-and-white striped linen to match. These are from Susan Graves

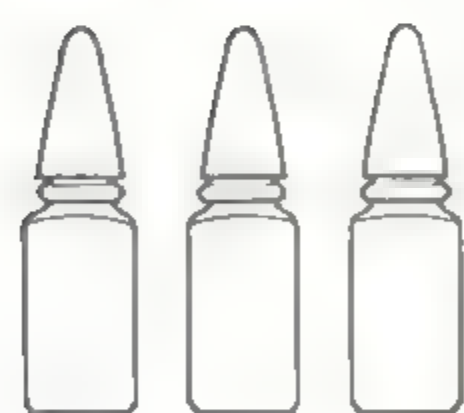


PEGGY SAGE PRESENTS

Heartbreak • Nosegay • Goldrush



AS WORN BY CLAIRE LUCE



New-born trio from the color pallet of Peggy Sage. HEARTBREAK—orchidaceous pink, to shatter the heart of your most hard-bitten suitor . . . to point up your newest fuchsias, shockings, purply-blues. NOSEGAY—petal pink touched with mauve . . . insidious charmer for lavender and old lace moods . . . for ethereal pastels, for artful new sea greens and blues. GOLDRUSH—newer than next week . . . earthy, golden-toned—for the new yellows, gold hennas, clay tones—for the finger tips of the sun-tanned prospector. Peggy Sage Salon, 50 East 57th Street, New York—and better shops.

Among Distinguished Clients of Peggy Sage...

MISS MARY VAIL ANDRESS • MISS EDWINA ATWELL • MME. VLADIMIR BEHR • MISS GLADYS COOPER • MRS. TUCKERMAN DRAPER • PRINCESS GUY DE FAUCIGNY-LUCINGE
BARONESS LIANE DE CIDRÓ • MRS. JAMES K. HACKETT • MRS. OLIVER HARRIMAN • MRS. PHILIP W. LIVERMORE • MILDRED, COUNTESS OF GOSFORD
MRS. COLE PORTER • MRS. JACKSON REYNOLDS • COUNTESS SALA • COUNTESS HÉLÈNE SKARZYNSKA • MISS CORNELIA OTIS SKINNER • MRS. SOPHIE KERR UNDERWOOD

YOU'LL PICK UP WHEN YOU PACK UP TO PLAY IN FRANCE



Put the stimulus of variety into your summer holiday! ...come to France's sunny seaside...where there's coastal scenery to suit your mood in surroundings to suit your taste ★ The tempestuous seas and stern rocks of Finistère and Brittany, if you take your scenery 'neat'...Deauville and Dinard, colorful as jewels, flowery setting for flowering romance... Biarritz, the queen of Basque resorts, where cabañas flare like torches on the sandy beach...fabulous Cannes, where yachts float like petals in an azure bowl...heavenly Nice with its palms and gardens and

snow-capped Alps as background ★ From the golden coasts of Picardy to the broad-bosomed sands of the Riviera...*the season by the sea is on!*...social activities to swell your calendar to bursting...and fascinating trips into the French countryside.

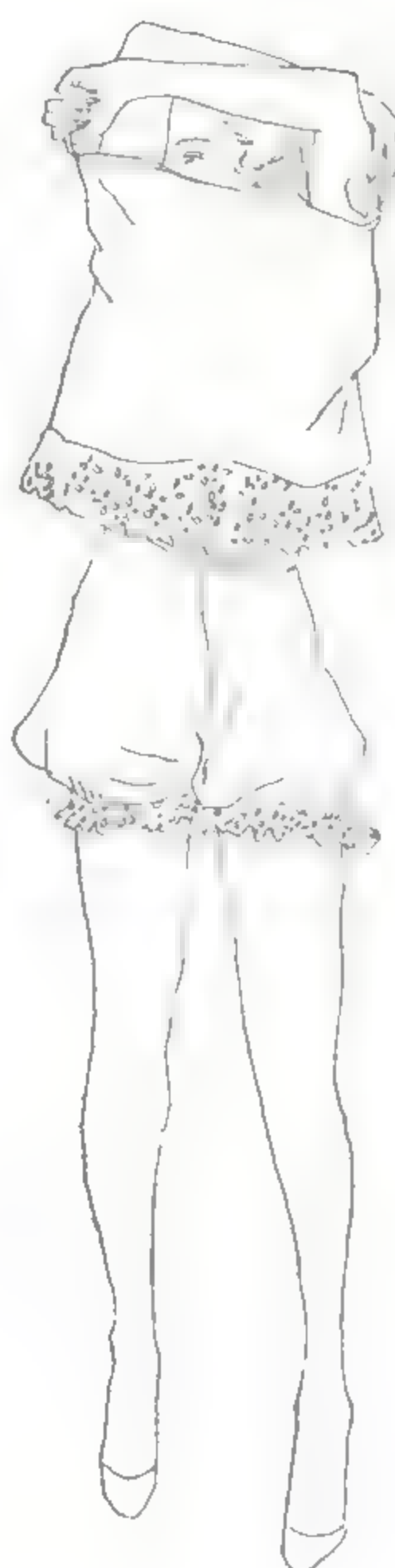
40% REDUCTION IN RAILROAD FARES

Ramble through the delightful maritime provinces...over 3,000 miles of picturesque coast line...luxury resorts or quaint, inexpensive villages. *Your travel agency has informative descriptive booklets.*

French National Railroads, 610 Fifth Avenue, New York



YOUR SLIP SHOWS



- A lady's petticoat was never more important—since the Paris Openings made such a fuss over having your slip show. These will, literally, add a filip to any spring costume:

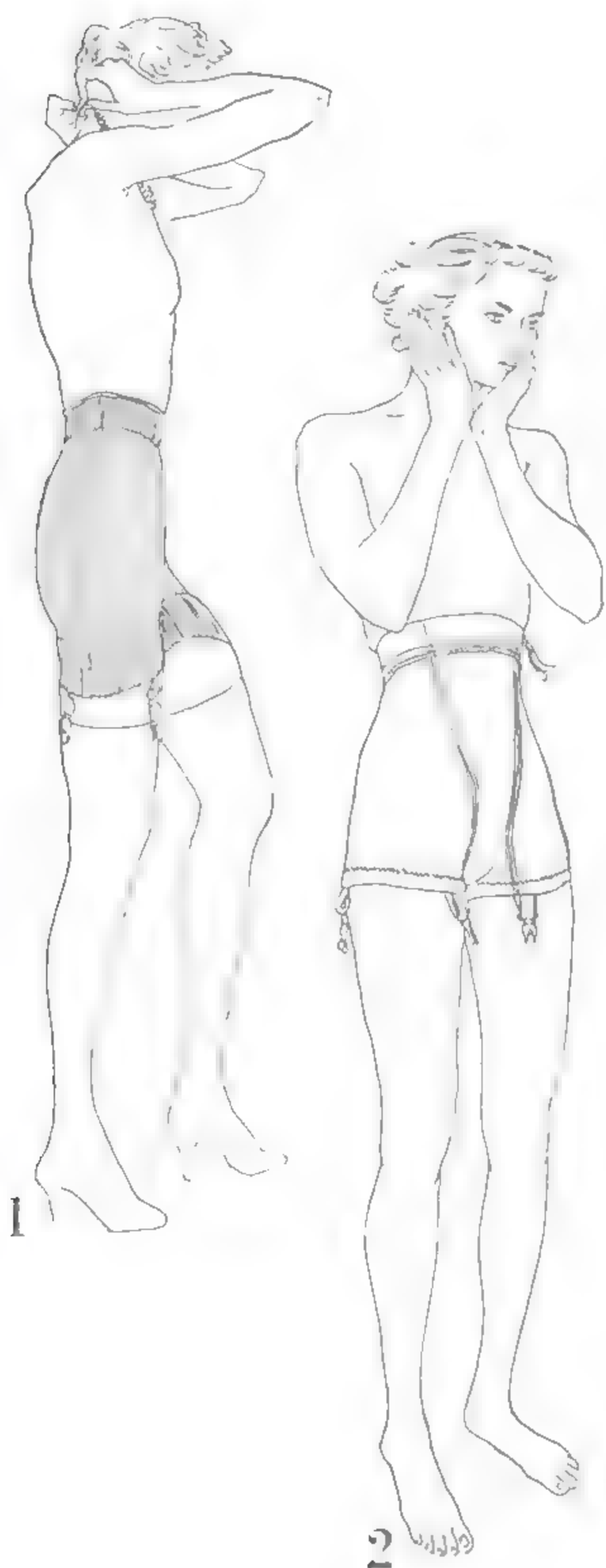
- Plaid taffeta petticoat, with a brassière top, adds "swish" to spring suits. About \$13; Best

- Eyelet embroidery, to wear under play-clothes. Short petticoat; bloomers; each about \$4; Lord and Taylor; Marshall Field

- For your new gipsy evening dresses, a long black petticoat by Patricia, of crisp taffeta, with a little hem-ruffle. About \$3; Best

- Under your sheer blouse (of which you will want several), a white, camisole-top, "Miss Swank" slip. About \$3; Altman

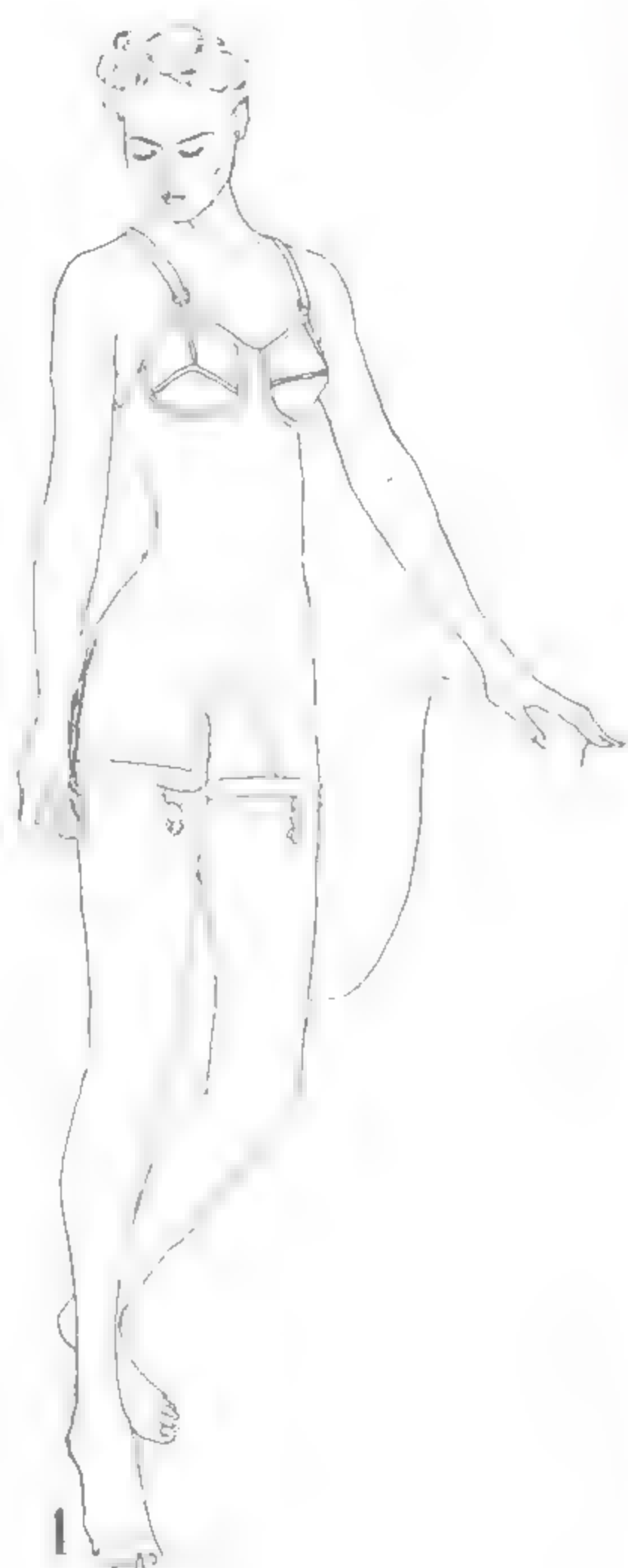
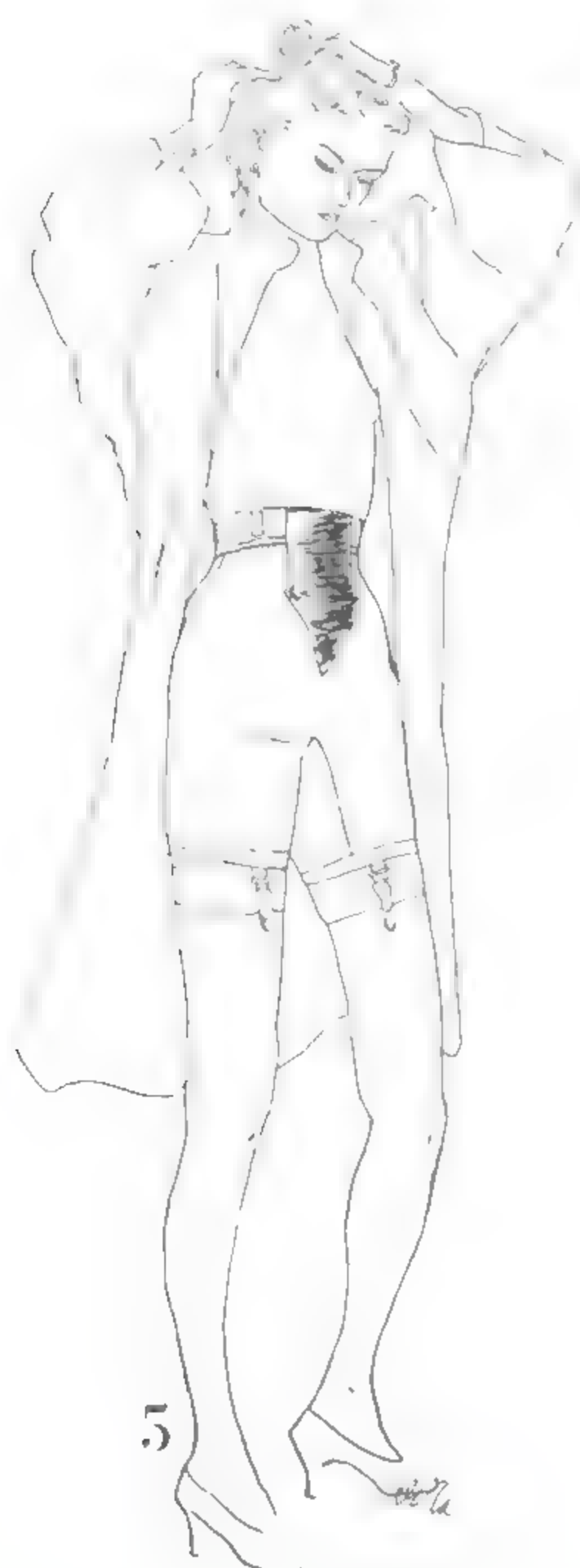
UNDER YOUR SLACKS AND SHORTS



1. For your active moments, a Vassar pantie-girdle, two-way stretch, rayon-and-cotton. White for summer, with ribbed bands round your waist and thigh. Saks-Fifth Avenue
2. White sharkskin pantie-girdle woven with "Lastex." Horizontal-stretch side-sections; vertical-stretch centre panel. Talon closing; Inviz-a-Grips. Mabs of Hollywood; Best



3. Under shorts or for evening, a lace pantie-girdle lined with net, both woven with "Lastex." Munsingwear; Best
4. To wear under slacks, a Carter all-in-one, Talon-closed on the side. Net brassière; and straps can be adjusted three ways for sports clothes. Best
5. The top of this Warner girdle will stay up. With a lightly boned centre panel, to give you a flat tummy. In three lengths. Bloomingdale's



AT SPORTING EVENTS THE WORLD OVER SMART FEET ARE WEARING

BRITISH WALKERS... These shoes

are made for women who have been there before...whose regular appearance is part of every fashionable event. Such experienced onlookers choose British Walkers because they prefer their authentic good taste and their supple yielding leathers that mean so much to active feet. Made in America and part of a wide style selection priced from \$10.75



Oxford-Cambridge Inter-Varsity Boat Race



BRITISH WALKERS
MADE IN U.S.A.

At top: Devonshire
Below: Carnelot

THESE STORES ARE SHOWING BRITISH WALKERS

New York, N. Y. Lord & Taylor
Chicago, Ill. Marshall Field & Co.
Philadelphia, Pa. Strawbridge & Clothier
Detroit, Mich. The J. L. Hudson Co.
Los Angeles, Calif. Gude's
Cleveland, Ohio The Halle Bros. Co.
Newark, N. J. L. Bamberger & Co.
Baltimore, Md. Hochschild, Kohn & Co.
St. Louis, Mo. Stix, Baer & Fuller
Boston, Mass. Wm. Filene's Sons Co.
Pittsburgh, Pa. Kaufmann's
Cincinnati, Ohio Potter Shoe Co.
San Francisco, Calif. Sommer & Kaufmann
Kansas City, Mo. Harzfeld's, Inc.
Syracuse, N. Y. Park-Brannock Co.
Milwaukee, Wis. Caspari & Virmond Co.
Minneapolis, Minn. Napiers
Washington, D. C. Aircraft Footwear

Portland, Ore. Meier & Frank Co.
Indianapolis, Ind. The Peacock Shop
Seattle, Wash. Frederick & Nelson
Louisville, Ky. Stewart Dry Goods Co.
Denver, Colo. Neusteter's
Houston, Texas Krupp & Tuffly, Inc.
Toledo, Ohio The Lasalle & Koch Co.
Dallas, Texas Volk Bros. Co.
San Antonio, Tex. The Guarantee Shoe Co.
Oklahoma City, Okla. Kerr's
Richmond, Va. Berry-Burk & Co., Inc.
Des Moines, Iowa Field Shoe Co.
Tulsa, Okla. Stern and Levy
Harrisburg, Pa. The Jeannette Shop
Allentown, Pa. Farr Bros. Co.
Scranton, Pa. Lewis & Reilly, Inc.
Hartford, Conn. I. Miller-Hartford, Inc.
Atlanta, Ga. Bland Terry Shoe Corp.

And other leading stores in the principal cities

FREE TO BE LOVELY
IN
Twin-Flexees



**FLEXEES NEWEST CREATION
FOR YOUR COMFORT**

STRETCH! And the separate front permits you freedom.

BEND! And the bra-front slips inside the girdle, without a wrinkle.

Twin-Flexees has the sleek, unbroken lines of your favorite combination . . . the freedom of your pet girdle and bra . . . its divided front lifts your bosom, without a hint of "down-drag," to high proud lines of youth and beauty. Wear "Tomorrow's Corset" Today! Be fitted to the new Twin-Flexees at your favorite store! Flexees Combinations and Girdles \$5 to \$15

FLEXEES
NEW YORK • TORONTO • LONDON

*Patent applied for

THE WORLD'S LOVELIEST FOUNDATIONS

TO WEAR TO SAN FRANCISCO'S FAIR

SAN FRANCISCO'S weather in the late spring and summer is more springtime than real summer. True, there is lots of hot sunshine, but there are many fogs. And then the Trade-Winds come in and freshen the climate. So take a warm top-coat (a fur jacket by all means, if you own one), and hats that don't blow off in a high wind (fish-net turbans, for instance). Take light wool jackets and redingotes, which you can wear when it's blowy, and carry when the sun shines. Take dark town clothes...don't make the mistake of trying out pastels. And don't overdress...because the women of San Francisco have an enviable reputation for sleek clothes.



Above: Visit the Palais d'Élégance in chic. Wear this pure silk print bolero-suit in green-and-pink. Around \$40. At Best. Left: See the Streets of the World in a black Botany wool coat, a pin-dotted silk dress. About \$35. Franklin Simon



Far right: Choose a green wool boxy jacket for evening, and let it double for daytime, too. Around \$20. Knox has this. Right: Dine and dance in an evening costume of green-and-bronze striped rayon-and-cotton. About \$25. Bonwit Teller



TO WEAR TO SAN FRANCISCO'S FAIR



Above: For train or plane, a tailored suit of black Pacific Mills woollen. Piqué revers. About \$30. Best.

Next: Drive to Pebble Beach in a suit of grey and green Saxony finish flannel. Around \$55. Polly's, Park Avenue.

Right: A black crêpe afternoon dress (with plaid taffeta ruffle), which can go on to dinner. About \$40. Bonwit Teller

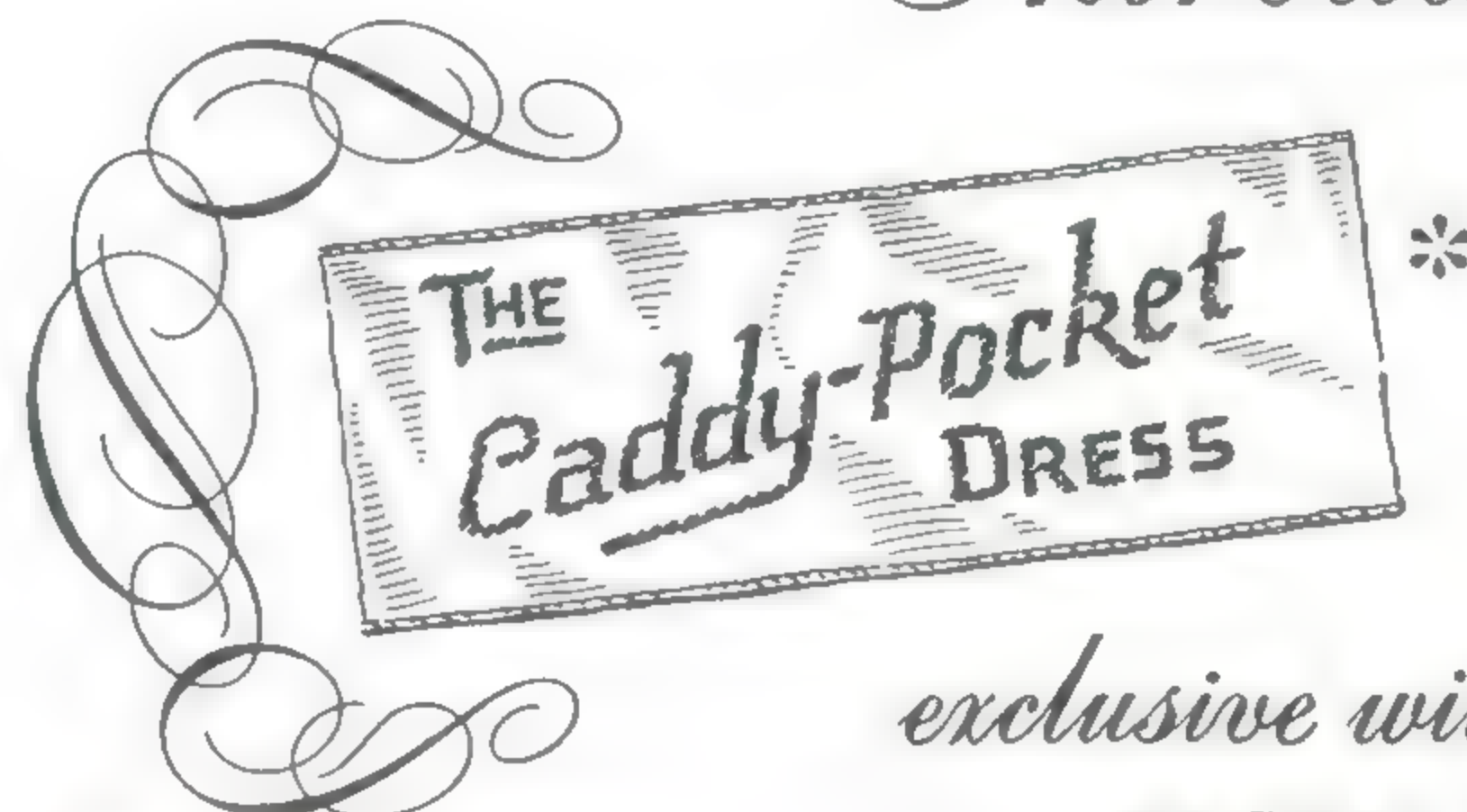


Above: For travel, the Fair itself, or the country, a two-piece knit dress of black "Teca." About \$23, at Bonwit Teller.



Left: If you have friends who will entertain, this white Celanese jersey dress. Around \$25. Lord and Taylor; Marshall Field

Introducing



exclusive with

McMULLEN



*Trademark

Approach shot close to a golfer's heart, this super-efficient McMullen classic in striped "5900" chambray, cut for a good stride, a full swing and a smooth recovery. Your lipstick, powder, tees, hanky, and change for the caddy, all snug in the roomy "caddy pocket"* zipped low into the skirt seam — out of the way and out of sight until you need them. McMullen tailored like your beau's best shirts. Also in famous "5900" plain pastel chambray.

Featured in smart shops everywhere.

Write for the name of shop most convenient to you.

McMULLEN COMPANY

475 FIFTH AVENUE, NEW YORK CITY



ON SALE AT THESE STORES:

Asheville.....Bon Marché, Inc.
 Atlanta.....Davison-Paxon Co.
 Baltimore.....Hochschild, Kohn & Co.
 Baltimore.....Stewart & Co.
 Birmingham.....Burger-Phillips Co.
 Birmingham.....Loveman, Joseph & Loeb
 Birmingham.....Louis Pizitz Dry Goods Co.
 Boston.....R. H. Stearns Co.
 Chicago.....Cappels, Gale & Block
 Chicago.....Carson, Pirie, Scott & Co.
 Chicago.....The Fair
 Chicago.....Marshall Field & Co.
 Chicago.....Wieboldt Stores, Inc.
 Cincinnati.....The Dow Drug Co.
 Cincinnati.....H. & S. Pogue Co.
 Cincinnati.....The Rollman & Sons Co.
 Concord.....Fitch-Murray Co.
 Dallas.....Sanger Bros.
 Dallas.....Skillern & Sons, Inc.
 Detroit.....J. L. Hudson Co.
 Detroit.....Kinsel Drug Co.
 Detroit.....Randolph Drug Co.
 Great Neck.....Gilliar Drug Co.
 Hartford.....G. Fox & Co.
 Hollywood.....Broadway-Hollywood Dept. Store
 Kansas City.....Emery, Bird, Thayer Dry Goods Co.
 Little Rock.....The Gus Blass Co.
 Los Angeles.....Bullock's Inc.
 Memphis.....The John Gerber Co.
 Memphis.....J. Goldsmith & Sons Co.
 Miami.....Burdine's, Inc.
 Miami.....Red Cross Drug Dept. Store
 Milwaukee.....Boston Store
 Minneapolis.....L. S. Donaldson Co.
 Nashville.....Castner-Knott Dry Goods Co.
 Nashville.....Loveman, Berger & Teitlebaum
 Newark.....L. Bamberger & Co.
 Newark.....Kresge Dept. Store
 New Orleans.....D. H. Holmes Co., Ltd.
 New Orleans.....Maison Blanche Co.
 New York.....Bloomingdale Bros., Inc.
 New York.....Lord & Taylor
 New York.....R. H. Macy & Co., Inc.
 New York.....Pennsylvania Drug Co.
 New York.....Stern Bros.
 Oakland.....The H. C. Capwell Co.
 Peoria.....P. A. Bergner & Co.
 Pittsburgh.....Joseph Horne Co.
 Pittsburgh.....Kaufmann Dept. Stores, Inc.
 Pittsburgh.....Rosenbaum Co.
 Pittsfield.....England Bros., Inc.
 Portland, Me.....H. H. Hay Sons
 Portland, Ore.....Meier & Frank Co., Inc.
 Providence.....The Shepard Co.
 Richmond.....Miller & Rhoads, Inc.
 Rochester.....Sibley, Lindsay & Curr Co.
 Sacramento.....Pay Less Drug Stores
 St. Louis.....Famous-Barr Co.
 St. Louis.....Scruggs-Vandervoort-Barney, Inc.
 St. Louis.....Stix, Baer & Fuller Co.
 St. Paul.....The Emporium
 San Antonio.....Sommers Drug Stores, Inc.
 San Francisco.....City of Paris Dept. Store
 San Francisco.....The Emporium
 San Francisco.....The White House
 (Raphael Weil & Co. Inc.)
 Scranton.....Scranton Dry Goods Co.
 Seattle.....The Bon Marché
 Spokane.....The Crescent Dept. Store
 Washington, D. C.....Julius Garfinckel & Co.
 Washington, D. C.....The S. Kann Sons Co.
 Washington, D. C.....Lansburgh & Bros.
 Washington, D. C.....Woodward & Lothrop

... burnish its highlights and accent its lustre, with this distinctively different brush! It is Pro-phy-lac-tic's new Roll-Wave, ingeniously designed to actually exercise both hair and scalp as you brush. Its cleverly arranged bristles... long, resilient, trimmed to the natural curve of the head... are imbedded deep in your hair as you roll them through your locks. They reach down to massage your scalp, while they cleanse the hair and stimulate its growth. When you use Roll-Wave you automatically acquire this new, more stimulating brushing technique... a more quickly effective way—the Roll-Wave way!—of bringing added life and beauty to your hair. See Roll-Wave at any of the stores listed at the left. Or ask for



it at your favorite brush goods counter. Its shining cream-colored handle is highly polished Catalin. Its price is streamlined to fit your budget: with long, black, genuine bristle... \$2.50; with selected, bronze, genuine bristle... \$3.50. Pro-phy-lac-tic Brush Company, Florence, Mass.

Pro-phy-lac-tic

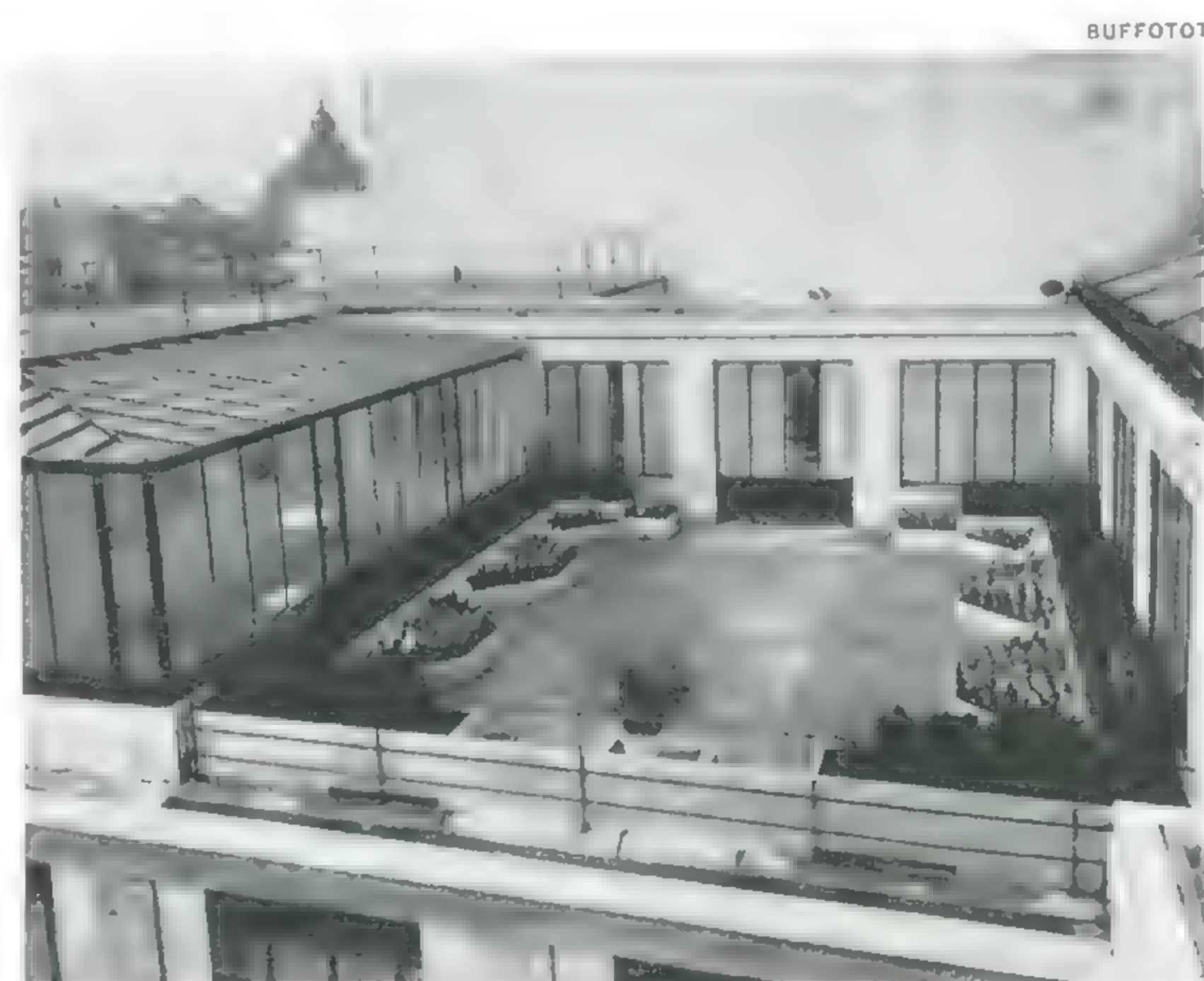


SCHALL

ELIZABETH ARDEN IN PARIS

RIGHT on the Place Vendôme, drenched in the bright April sun, Elizabeth Arden's Paris Salon is the new and beautiful addition to the Paris world. Designed and decorated by Raymond Nasenta, the salon is delicately, unaggressively modern, with imaginative flights of fancy clarified by the cool precision of wall and carpet. It is perfectly expressive of a house dedicated to beauty. And to be made beautiful in beautiful surroundings is something of an experience—one which the ladies of Paris seem to be taking to their hearts. For here they come, to spend an entire day if they choose, starting perhaps in the *salle de culture physique*, and finishing up, with sheer beautification, in one of the exquisitely decorated treatment rooms.

Here is the dream-like perfection of elusive lighting, gardens suspended, high above the noisy hive of the Place Vendôme, draped salons spot-lighted by the eye-compelling works of Vertès... Drian. Here, too, is the better than dream-like reality of expert moulding hands, trained fingers and eyes. And in the photograph above you see a soaring sky-blue horse, garlanded with flowers in red and blue and white, and touches of black, which you have come to associate with all Elizabeth Arden endeavours. The decorations of this perfect shop are by Albert Riva.



BUFFOTOT

The roof-garden and solarium crown the building like a garland. Here, the sun pours down on the brilliant borders of blue and white hyacinths, and lazy ladies sun themselves in the cleanly fragrant air. Far below you hear the impertinent squeaks of the Paris taxi, but, dozing in the quiet solarium, it's a matter of small moment



Very much the princess-in-the-tower sort of stair-way is the one shown in the photograph above. The hand-rail is of forged iron, "draped" to look like the supplest cording and sharply silhouetted against the grass-green carpet. The fixtures, also forged iron, are white with hints of pastel

SCHALL



Decorative as a still life is the small, arched recess, with its amusing œil-de-bœuf window ogling down on the Place Vendôme. Here, the walls are creamy white, the shadows deep and precise. The delicate table is always massed with flowers that accentuate the salon's colour scheme

BUFFOTOT



The big reception-room, always flower-laden, is brilliantly lit by the dramatically curving white-and-blue draped windows that cover one entire wall. The sun streams in onto the ripe plum carpet, scattered with opulent bouquets of roses. Indirect lighting above the huge glass case makes the white walls luminous and bright

Miracle!

A "TINY" WATCH THAT TELLS THE TRUTH!



AT LAST! A watch so uncannily accurate it merits the name Hamilton in every time-keeping detail—yet so exquisitely small, so utterly feminine, that its very presence on a woman's wrist brings a glow of pride to her eyes.

A triumph in scientific watch design makes possible this, the tiniest watch ever to bear the name Hamilton—famed for generations as "America's Fine Watch." The Lady Hamilton comes in some really exciting new styles. See them at your jeweler's today. (Style illustrated above is the SYLVIA, described below.)

Hamilton makes only high-grade watches, with 17 or more jewels and precious metal cases. Priced from \$37.50 to \$5000. Write for illustrated folder. Hamilton Watch Co., 947 Columbia Ave., Lancaster, Penna.



- | | | | |
|---|---|---|--|
| ELLYN (Lady Hamilton model). 17 jewels. Solid 14K natural gold. With 18K applied gold numeral dial \$60 | SYLVIA (Lady Hamilton). 17 jewels. Mirror lapped solid 14K natural gold. Applied gold numeral dial \$70 | LADY HAMILTON (A-10). 17 jewels. 10 diamonds set in white gold. Cases of solid 14K gold, natural or white. . . \$85 | For men only! DODSON. 17 jewels. 10K natural gold filled. Comes with black enamel numeral dial \$37.50 |
|---|---|---|--|



How SAD *to spoil a dress* *when it's so* *easy to Pin-in* *Shields*



No woman can be glamorous in a dress spoiled by underarm moisture or anything else which weakens the fabric. Whatever *else* you do, be sure to pin in a pair of Kleinert's Dress Shields before you wear a dress even *once*! At good *Notion Counters* everywhere.

Prices slightly higher on the Pacific Coast and in Canada



35¢ a pair
3 prs. for \$1

Kleinert's

T. M. REG. U. S. PAT. OFF.

TORONTO • NEW YORK • LONDON

SHOP-HOUND, COUNTRY STYLE



(Continued from page 98) Here we are, framed. Which brings us to the story of the new studio of Jerry Morris and Lillie Mayer at 312 East Fifty-Second Street. The Mayer-Morris tie-up leads to beautiful things in the way of picture-frames, and most interesting water-colours and pastels, too. Mrs. Mayer makes the decorative paintings and will design in colours to blend with your colour scheme, if you like. Mrs. Morris does the frames to bring out the best in them. She likes to use rather heavy frames, most of them of pale, carved woods, often bringing out a colour in the picture. The effect of the heavy, pale frames around the rather lightly drawn paintings is very charming. You don't have to buy pictures and frames together, though. Mrs. Morris will design a frame for some favourite portrait of yours, if you wish. Pictures and frames together usually cost from about \$40 to \$75.

Alice Marks, 6 East Fifty-Second Street, has marvellous country-house accessories, as usual. There are some English mahogany steps that would be a perfect present for a man. Between the first and second step is a shelf space, which may be used for books. In the bottom step is a drawer for cigarettes, matches, etc., and, on the tooled calf top, you can put tobacco caddies or ornaments. You may have one in either red or green leather for about \$65; \$5 extra for special colours.... Big Cellophane cake-covers with Lumarith handles, with flowers painted on the sides of the cover—any flower you like; for about \$8.50.... Dusty-pink pottery bowls shaped like flowers—especially pretty were the berry bowls, with the petals curled up gracefully to form the bowl; about \$9 a dozen.... Handsome knives and forks with handles of bamboo, for ultra-elegant country lunches; about \$40 a dozen.... And there's a collection of very dull white French china, with the dullness set off by touches of brilliant gold lustre.... For a table decoration, see the giant, white-painted wooden shells; a good background for arrangements of fruit. About \$2.25 for each shell.

If you're apt with the knitting-needle, you'll be happy as a lark about the good group of sweater designs at Sara Hadley. These new designs and classic adaptations have been worked out to go with both short and full-length skirts, which are now also sold by Hadley. At the right, we have sketched a long-waisted white cotton string sweater, which buttons up the side, fencing costume-fashion. With it, a bright emerald-green full skirt of imported Indian cotton. To give you an idea of price, the material for this sweater costs about \$3.50, and the skirt with it sells for about \$9, which adds up to a fairly tiny total. 11 East Fifty-Fourth Street is the address you'll want to write down and remember for these things.



At F. A. O. Schwarz, there is a simply wonderful little country house at the smallest imaginable price—about \$14.50. It has two nice, airy rooms, with plenty of space for any one who is about six or seven years old to play in. The roof and the walls are of canvas, put over a wooden frame. The windows are made of net to let the breezes play through and keep out wandering insects. This is certainly the simplest form of housekeeping we've heard of for ages. It just makes us want to turn time backwards again. Of course, there is also a perfect collection of small furniture here to fill it with, at 745 Fifth Avenue.

THEY PACK THEM IN

(Continued from page 72) Madame Flagstad does not sing for the money alone. She can triple and quadruple her fee in recital and radio appearances. But should the Metropolitan ask her to forego an outside date to do an extra Isolde, she would happily consent.

WAGNER AT THE FAIR

When the World's Fair season of Wagner music dramas, to be done at the Metropolitan Opera House in May, was broached to Madame Flagstad months ago, she cancelled other engagements to sing in it. If she had not done so, there would not have been any Fair season, for no one could sell Wagner at the Metropolitan these days without her participation. It is fortunate that Madame Flagstad agreed, for it is a new thing in the history of Fairs to grace them with Wagner. At past expositions, the emphasis was on hoochie-coochie and fan dancers, on Little Egypt and Sally Rand. This season at the Fair will begin with nothing less than "Lohengrin"—Lauritz Melchior in the title rôle. It will have Flagstad as Isolde and Brünnhilde. (It will have these things because these artists will make them pay.)

There are no airs about Madame Flagstad, but she does not undervalue herself. It makes her furious when people say carelessly that her acting has such simplicity because that's the kind of person she happens to be. She recalls

the unremitting efforts to master the secrets of the singing-actress' art and the twenty years of knocking around in small theatres in Scandinavia—she even sang in a night-club. Then you recall that moment in "Die Walküre" when Wotan, having sung his farewell, puts his arm around her as Brünnhilde, and leads her to the foot of the tree where she is to slumber until her hero, Siegfried, arrives. Most Brünnhildes walk stolidly beside Wotan, like a *Hausfrau* going to market and wondering how much spinach will cost to-day. Madame Flagstad inclines her head gently, so that it rests on Wotan's shoulder. It is a natural gesture; yet it reminds you that Brünnhilde is young and brave and womanly. It is the kind of art that conceals art.

LAURITZ MELCHIOR

Flagstad is unique, but there are others who, in their specialties, exert a continuing fascination on the paying customers. There is that giant of a tenor, Lauritz Melchior, who is Madame Flagstad's partner in love in "Tristan und Isolde." He is not only a great Tristan, but the finest Siegfried of our time. He packs them in because, in "Siegfried," he can sing the forging song at the end of the first act with a splendour and an amplitude of voice that thrill his listeners. He packs them in because, after two hours of work in the opera, he (Continued on page 134)

Bendel's says
"Blouses Love Lux"

Bendel's one-of-a-kind collection of blouses is famous for its delicacy, its fragility, its exquisite handmade perfection.

"Lovely handmade blouses need the gentlest of care. Cherish them with Lux," advises Bendel's. Lux has no harmful alkali—is safe for everything safe in water.

fine stores everywhere advise
LUX



LEFT: Coat dress. Chartreuse, Strawberry, Blue on white grounds. Sizes 14½ to 24½.

RIGHT: Two-piece tuck-in. Patterned on Blue or Rose, Mint grounds... Sizes 9 to 17.

... SPEAKING OF

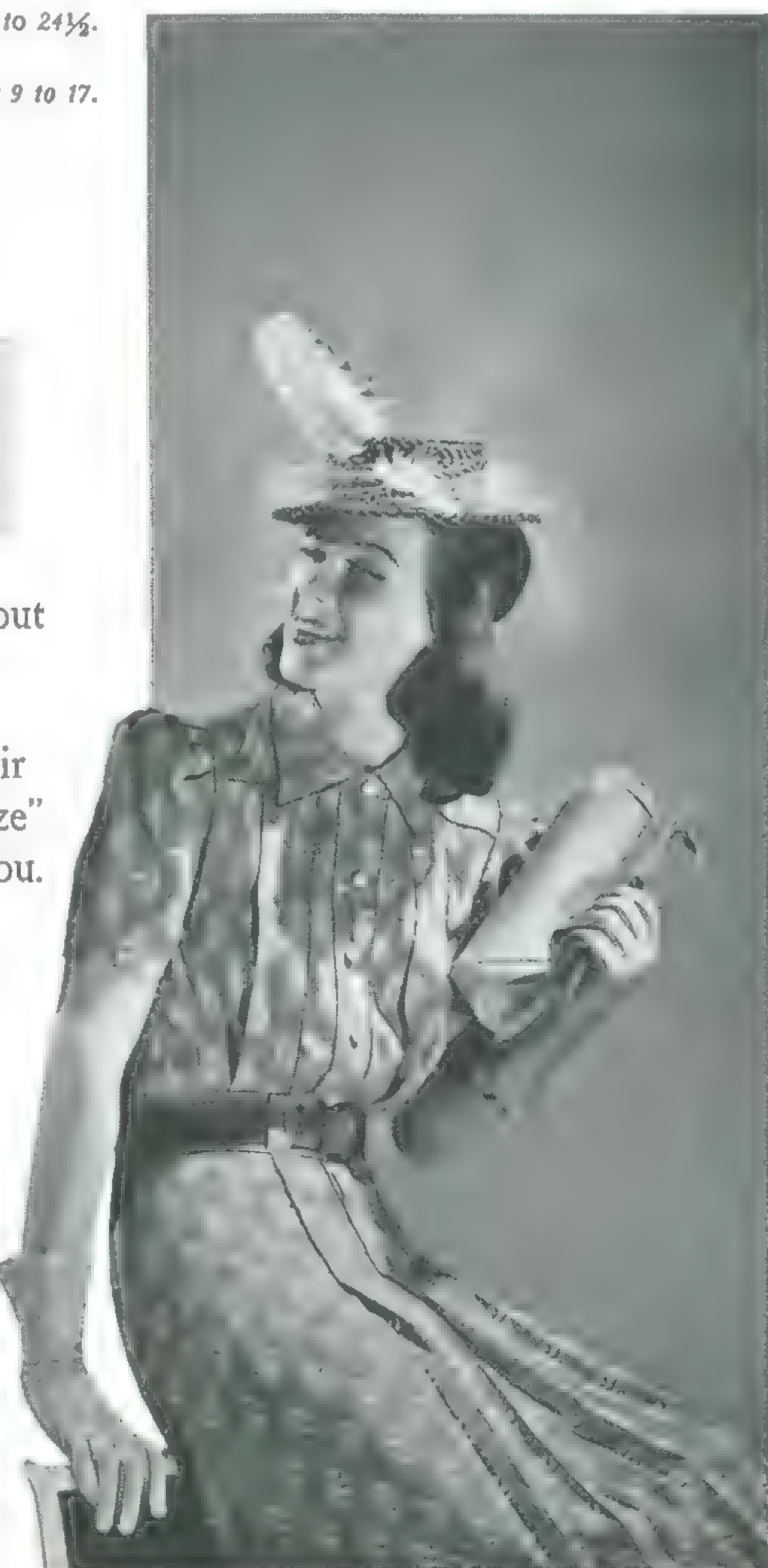
barbette

And everybody is! The fashion world is buzzing about these exciting new dresses with a brand new name.

You'll recognize the new BARBETTE dresses by their youthful verve... their fresh slant on "style at any size" ... and their many bright ideas about flattery for you.

Charming is the way you'll look
... frivolous is the way
you'll feel ... and you'll be
... SO economical! \$6.50 for the
styles illustrated. Others from \$3.95 to
\$7.95. At leading stores. To find the
name of the store nearest you, write to:
BARMON BROS., 1350 Broadway, New York

In RARATAN
A Spun Rayon Fabric by ARNOTEX

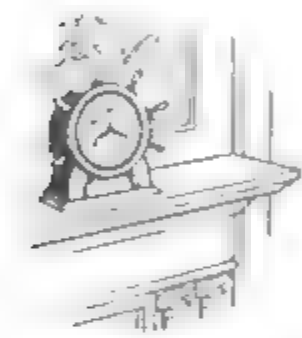


What a lovely clock for a living room!



THE CAPSTAN
by SETH THOMAS

Genuine solid mahogany. Spokes and sash of bright polished gold color. Silvered metal dial. Black numerals. Self-starting electric, or 8-day key-wound. \$9.95.



HERE is a clock that merits a prominent place in any living room. It's a clock you'll be glad to see in your home day after day... one that will reflect your good taste in the most important room in your home, the room where your guests congregate.

The Capstan is wrought with the precision and artistry which have characterized Seth Thomas Clocks for 126 years. It is but a sample, for there is a Seth Thomas clock to enhance the effect of virtually every decorative treatment. Whether you prefer key-wound or self-starting electric clocks—whether time, strike or chime—stop in today at your nearest jewelry or department store and ask them to show you other models in the Seth Thomas line. Seth Thomas Clocks, Thomaston, Conn., A Division of General Time Instruments Corporation.



Seth Thomas No. 5 Console. Case of rich walnut veneer, enhanced by metal bands in gold plate at ends. Hour and half-hour strike. 8-day key-wound or self-starting electric. Price \$22.50.

SETH THOMAS
Clocks
FOR EVERY ROOM
KEY-WOUND AND SELF-STARTING ELECTRIC

THEY PACK THEM IN

(Continued from page 133) can come back in the final duet with Brünnhilde to hit a brace of high C's as if he had been saving himself for that effort alone.

Mr. Melchior is six feet three and weighs two hundred and forty pounds. As Siegfried, he wears a short bearskin, and he disports himself light-footedly, as a boy should; I can not get out of my head the impression that he looks like the young Pantagruel. He needs his heft and endurance to carry on through the title rôle of "Siegfried," probably the longest in opera. Mr. Melchior himself, having a taste for precision and figures, once sat down and worked it out. He found that Siegfried had to be on the stage for two and a half hours. He found that the young hero had more words to sing than any other character in Wagner. He did not stop to count every word. He could not afford the time; that might have meant giving up a game of hearts with his card-playing cronies, Artur Bodanzky, principal Metropolitan conductor, and Friedrich Schorr, incomparable as Wotan and as Hans Sachs.

Mr. Melchior is another one-thousand-dollars-a-performance star. He earns about forty thousand dollars a year at the Metropolitan, and he draws in proportion to his pay. With Flagstad, he sings more often at the opera than any other star, because, like her, he is irreplaceable. When he is finished in New York, he trots off to London for another siege of Siegfrieds, Tristans, and Parsifals. He could find gainful employment fifty-two weeks a year, if he chose, for great *Heldentenors* are almost as rare as benevolent dictators.

LOTTE LEHMANN

It is not only the specialist in heroic rôles who stirs the public and fills the opera-house. The master of intimate moods, the artist who can universalize the problems and emotions common to all of us, belongs among the elect of the operatic stars. Lotte Lehmann is such an artist. Her *Marschallin* in "Der Rosenkavalier" is such a characterization. As the first act draws to a close, she has allowed her youthful, dear cavalier, Octavian, to go off to deliver the silver rose to young Sophie. The *Marschallin* looks at herself in the mirror. She sees the beginning of wrinkles and a greying strand of hair. She is still

a handsome woman, but she fears approaching middle age and the loss of love. Richard Strauss has found the just and affecting melody and accent for the doubts and fears that well up in a woman's breast. But no artist vivifies them as does Lotte Lehmann. What she makes you feel is not this woman's vanity and sorrow, but the ache of all fleeting things.

With Lotte Lehmann in the company, the Metropolitan can not cast another singer as the *Marschallin* without a serious drop in trade. It happened once last season, and there were patches of empty seats in the house. The public knows what is good, and will not pay for substitutes. The public senses, beneath the paint and the costume, the human being who rings true in her own right. Madame Lehmann is sensitive, perceptive, quick to understand, and far-ranging in her sympathies. An exile from her native Germany by her own choice, she could not endure the indignities heaped upon others because of the accident of birth. Like Arturo Toscanini, who admires her art and personality as much as he does any singer alive, her music has validity and meaning for her in her daily life. She does not merely feel these things, but *thinks* about them, and is even articulate about them. Charm and clarity appear in her book, *Midway in My Song*, which is autobiographical.

EZIO PINZA

It may be more difficult to win the public favour with an intimate, rather than a heroic art, but an even knottier task is to become a box-office draw if one is born a basso. In recent years, Chaliapin and Michael Bohnen were the only deep-voiced gentlemen who could translate their activities into a flow of cash for tickets. The Metropolitan is lucky to have one to-day in Ezio Pinza. The handful of extensive basso rôles has been dusted off for him, and recently he assumed the rôle of Boris Goudonov, a part that Chaliapin made so vitally and dramatically his own that only a courageous artist would dare follow in his footsteps.

Mr. Pinza is courageous, and to spare. After all, he was a professional bicycle rider before he turned singer, and you have to possess a steady hand and a steely nerve for that hazardous sport. Being a basso, Mr. Pinza has

Linweave WEDDING PAPERS



ROCHELLE HUDSON, Star of the Republic Picture, "Pride of the Navy."



AT YOUR ENGRAVER'S,
STATIONER'S, PRINTER'S

Write now
to Vogue's
Camp Bureau
for up-to-the-minute
facts about fine
camps throughout
the country!

Vogue's Camp Bureau
420 Lexington Avenue
New York City

MAKE Really Smart CLOTHES THIS NEW WAY

Make beautiful, becoming clothes for yourself, and at the same time discover what an exciting hobby, what a thrilling adventure the making of lovely dresses can be. Mary Brooks Picken, America's foremost sewing authority, has created an entirely new 100-Point Plan that brings classroom methods to you in your home. There are no tedious "lessons" to study. You learn by actually making 17 attractive garments, including daytime, afternoon, and evening dresses and ensembles. All fabrics, patterns, and supplies are furnished. Their made-up value far exceeds your tuition. Send postal or letter for free booklet containing full information.



Mary Brooks Picken

MARY BROOKS PICKEN SCHOOL, Inc., Dept. 33, 285 Madison Avenue, New York, N. Y.

FOR FIGURES THAT GO PLACES

REAL-FORM
"Girdles of Grace"

If you think all girdles are alike...try "Real Form" Knitted of Laste and Bemberg rayon and fashioned to fit, it combines the comfort, freedom and beauty of porous web fabric and figure restraining control. Softly boned front satin panel, malleable crotch—it won't twist or "hike-up" and is guaranteed non-run. At all leading stores.

GIRDLES
PANTIES
in Tea Rose
and White
Sizes 26 to 38

REAL-FORM GIRDLE CO., 358-5th Ave., New York

DON'T BLAME THE MOTHS

Blame Yourself!



THIS YEAR DO
YOUR MOTH-
PROOFING
RIGHT! USE
LARVEX!

Instead of tedious sprinkling and wrapping and "storing away"... use *Larvex* this year to keep woolen clothing and rugs and furniture safe from moths. You'll save both money and bother and *stop* moth damage cold!

Moths will not eat *Larvexed* wool. *Larvex* is simple to use, has no odor, requires no wrapping or packing. When bought by the gallon, *Larvex* is so cheap that a man's 3-piece suit can be protected for less than 25¢.

Just spray liquid *Larvex* on wool clothes and furniture according to instructions. It's easy with the *Larvex* hand sprayer, still easier with the power sprayer on your vacuum cleaner. Then rinse blankets and washables in Rinsing *Larvex* and the job's all done, and done *right*!

THIS YEAR DO YOUR
MOTH-PROOFING RIGHT
LARVEX
IS QUICK, CHEAP, SURE



THEY PACK THEM IN

never been tempted to turn prima donna, as so many tenors do. The basso who wants to work regularly has to take the bad with the good, the lean rôles with the fat. Mr. Pinza likes to work regularly, for one thing; for another, he is a good soldier.

The opera management, however, knows when it has a good artist and a public attraction in its midst. Mr. Pinza has received more opportunities than most bassos. He has sung rôles like Don Giovanni and Escamillo, which are written for baritones. There is no special favoritism here. Mr. Pinza happens to have a voice of range and beauty, and he can sing the baritone rôles as well as, perhaps better than, most baritones. Here is no pot-bellied, waddling Don Giovanni or toreador; his silhouette is straight and tall, and his leg is good. You can not blame Carmen or the women in the Mozart opera for being attracted to him. Then you see him as Boris, the Czar of all the Russias. He holds the sceptre with a regal ease, his step and his stance suggest the power, dignity, and passion of the man. Such is the versatility of a basso who draws at the opera, and Pinza is the highest paid low voice in the Metropolitan to-day.

GRACE MOORE

There are others who make the till sing a merry tune. Grace Moore is one of the Metropolitan singers who receive one thousand dollars a performance, and her fee brings the company ample dividends. As Charpentier's Louise, a working girl of Paris who wishes to find life and love for herself, she has packed them in this season. Five performances of the opera in New York drew close to seventy thousand dollars, whereas in years gone by even Lucrezia Bori could not turn this opera into a money-maker. What is more, Miss Moore made it a seven-dollar show, the highest-priced tickets selling faster than the others, which is contrary to all precedent.

She worked hard to make Louise a success. She went to Paris and studied with Charpentier, the composer. She sang the part at the Paris Opéra. She returned to New York, turning down all concert engagements to devote weeks to further preparation for "Louise." She could have earned her opera salary three or four times over by singing three or four songs on the radio, but money was a second consideration where there was a job to be done, and done well.

Lawrence Tibbett as Baron Scarpia, Lily Pons as Lucia di Lammermoor, John Charles Thomas as Figaro, the barber of Seville—they are also potent box-office attractions. As they draw, so do they receive. They, too, are at the top in artistic prestige and in earning power among the stars of the lyric stage. They, too, sacrifice time and higher fees to prepare their rôles and to sing at the Metropolitan. For opera offers gratifications that the concert stage and radio can not parallel or equal. To wear the sock and buskin, to live another life on the stage for an hour and to sing at the same time with the tongue of sinners and angels—these are compelling factors in an opera singer's career. If the fee is good and if the public and management shout for joy, what matter the sacrifice?

There was, for instance, the sacrifice of a tenor at the Metropolitan, a box-office draw of some magnitude in his own right. He was singing Rodolfo to a famous prima donna's Mimi in "La Bohème" some time ago. He thought he detected signs of a cold in the leading lady's head when she appeared on the stage in the first act. He himself came down with a cold the next day, and he blamed it all on her.

"I see she has cold," he explained to his friends as he rested in his bed of pain. "But we are in love—in the opera. I get seven hundred dollars a performance. She has cold, but for seven hundred dollars, I can not help it. I moost keess her!"

TO OUR CONTRIBUTORS

Manuscripts must be accompanied by postage for their return if unavailable. Vogue assumes no responsibility for unsolicited contributions except, of course, to accord them courteous attention and ordinary care. Vogue does not accept or pay duty on drawings submitted by foreign artists, unless the drawings are sent at the order of Vogue or by previous arrangement with its New York office

FOR THE fleet FOOTED

Du-Flex
Rubber Soles

THE ROPEE

AHOY!... you'll look and feel ship-shape wearing this trim Du-Flex Sole... it's as smart as a commodore's cap. Keep a sharp lookout for the Du-Flex trade-mark... a mark of the best sport shoes.

AVON SOLE CO., AVON, MASS.

"INVIZ-A-GRIPS ARE PERFECT
...SO FLAT THEY REALLY ARE
'INVISIBLE GARTERS'"

Jinx Falkenburg
FAMOUS HOLLYWOOD MODEL



You, too, will be singing the praises of Inviz-a-grips. These are the flat, thin-as-a-dime supporters that have made unsightly garter bumps a thing of the past...that are infinitely more comfortable... that anchor your foundation neatly and firmly...that put an end to costly garter runs.

Inviz-a-grips are so practical they had to become universal! Now you'll find them on all types of foundations at every price. Insist on Inviz-a-grips—the practical, flat garters!

INVIZ-A-GRIP



7045 Romaine St., Hollywood • 432 4th Ave., New York City



**THE DRESS
OF THE MONTH***
in *Celanese**
rayon AMCELLA

This romantic one-piece dress has a voluminous skirt with pleats permanently stitched in and out, and Romany multi-colored girdle. In chartreuse and black, mauve and commander blue. Sizes 12 to 20 . . . \$25

*Reg. U.S. Pat. Off.

Hat by Vogue Hat Co.

Over 400 shops are showing this fashion. If you don't find it in your favorite shop, write

KANE-WEILL, INC., 498 SEVENTH AVENUE, NEW YORK CITY

A DECORATOR LOOKS AT CALIFORNIA

(Continued from page 92) The plain red lacquer furniture in her bedroom—old, and of the finest quality. Her fabulous collection of old jewellery from China, India, Bali, Cambodia, and Siam.

"Lime Orchard," the house of Myrna Loy and Arthur Hornblow. The huddle of amusing Americana around the great, whitewashed fireplace, and the books and little theatre models in the recessed walls of the fireplace. The swimming-pool, shaped like a grand piano.

I. MAGNIN'S NEW LOS ANGELES STORE

The opening of the new I. Magnin store, more like an opening night at the opera or the ballet. The arrival in a motor court banked with flowers. On the main floor, pink marble walls, and floors of pink marble or rose-beige carpet. The hundreds of show-cases of bronze and painted glass, each an object of art. The Fur Room with its superb overmantel by Jean Dunand—two great panthers on a background of incised gilt lacquer. The Flamingo Screen and the Sacred Crane Screen, standing ceiling high, painted by Jessie Arms Botke.

The patio on the fourth floor, with the fountain open to the sky, and orange-trees and flowers. The glitter and gleam of a green-and-gold mural frescoed on the wall beyond this patio. The ladies' powder-room with its walls of Mexican onyx and floor of pink-and-white streaked marble. The Jewellery Room with a standard gardenia-tree bearing a perfect circle of white waxen blossoms representing a giant pearl.

George Cukor's house. The delicious gardens with the flower-beds neatly bordered by terra-cotta tiles in the form of acanthus-leaves. The great wistaria vine espaliered against the abrupt mountainside back of the swimming-pool. The bleached mahogany drawing-room with magnificent black lacquer consoles by the famous Hope. The Renoir of a lady in black, above the mantel.

The group of houses, in Los Angeles and Pasadena, which belong to the native sons of Southern California. The house of Mrs. James Rothwell Page, of the old Van Nuys family. The fine pine room with its elaborate Adam ceiling. The library in the garden, at-

tached to the house by a passageway.

The house of Mrs. Richard Jewett Schweppe, another Van Nuys. The long dining-table with its two Renaissance silver vases holding branches of oranges and leaves, exactly like an old Italian painting.... Mrs. Donald O'Melveny's red Georgian brick house set in a wonderful old garden among ancient live-oaks, and the Stuart O'Melveny's house near-by, with its heirloom furniture and collections of Bow and Chelsea china.... Mrs. Alfred Wright's house. The delicious smell of the gardens. The Victorian sitting-room and white-and-gold dressing-room. So many peach blossoms massed in vases everywhere I could think of nothing else.

Mrs. Hector Macneil's French villa beyond Santa Anita, one of the largest citrus ranches in Southern California. Its name "Los Cacomites." "The Onion Flowers." The white walls with the pale green shutters outside, and the pale green interiors.... Mrs. Albert Van Court's charming little house with its pink-and-blue hall, and its fat chintz sofas. Its outdoor mixture of neat kennels and little gardens.

Omar Kiam's little Directoire house, perfect to the last detail. The snuff-coloured lacquer screen in the drawing-room. The enormous bird-cage in the dining-room bay. The collection of little shoes in wood and porcelain. The late-morning snack of coffee and cheese rolls on the terrace. The small, enclosed garden outside the library, filled with camellias against a mirror set in the garden wall.

Miriam Hopkins' pink house on the beach at Santa Monica. The entrance-hall with its great window filling one whole end, looking over the Pacific. The whitewashed board walls and dark blue ceiling and floor.

William Haines' house. The sky-blue hall with its murals painted by André Durenceau. Classic black and white and grey figures and horses from Greek mythology climbing up the stairs. The pale yellow-and-white drawing-room with its huge Adam table with a top of Derbyshire spar.

Mrs. Basil Rathbone's temporary, but gay house. Her story of her large party for the Arthur Rubinshtins the week before, when she had a large tent erected over the garden, the ceiling and walls completely covered with gardenias.

*Take years off
your figure*

Though time marches on, your figure-line can remain a youth-line. For perfect plastic control, choose a Franco, for Franco are originators and exclusive makers of Contour-lastik and Bias-lastik. From \$10 to \$75.

Franco
NEW YORK

NO FINER CORSETS MADE

CONTOUR-LASTIK
BIAS-LASTIK
REGISTERED

*Swing
into Spring!*

Du-Flex
Rubber Soles

THE NAP

Fibrous and lively with a spring that never lets you down... rugged, resilient. Many a shoe with the proper sporting spirit has soles of Du-Flex Nap.

AVON SOLE CO., AVON, MASS.

A DECORATOR LOOKS AT CALIFORNIA

Mrs. Richard Smart's new house in Bel Air. The rose-red and white striped dining-room with its old Victorian furniture, dating back to the California 'fifties. The dressing-table of magenta silk and gilt.... Grace Moore's house with its whitewashed walls, set in masses of marguerites. The sky-blue living-room. The white maple library and the hall carpet of white calla-lilies tied with blue ribbons.... Mrs. Harold Spurrier Anderson's very modern house, with its beautiful marbles and carved carpets. The steel-railed staircase with its shaggy white carpets.

Kay Francis's house on a mountain top. The dining-room walls covered from floor to ceiling with antique mirror, with wooden balusters against the lower wall, panels painted with dark green ivy, grey wood everywhere.... Rosalind Russell's house with its pale blue drawing-room and dark blue chintz curtains and furniture. The blue-and-white spiral vases on the mantel. The brilliant scarlet sofa in the library.... Margaret Sullavan's green-and-white house, with masses of marguerites outside and ruffled curtains inside. Her bedroom, with its huge bay-window clouded by a pale green feathery pepper-tree.... The feeling of being in London in Nigel Bruce's house. The white-washed, flower-filled living-room. The old Scottish photographs in the library. The old London playbills covering the stair-walls.

Joe Penner's house. The enchanting living-room with its long screen of black glass painted, by Nicholas Remisoff, with an exaggeratedly tall Oriental lady. A fantastic fern-tree, seven feet high, growing out of a low table in a corner window, sprouting ferns called antelope horns. The delightful sense of living in this house, with its games and card-tables set out everywhere.

Mrs. Richard Wallace's fine Georgian house in Bel Air. The enormous bath with its dressing-table and wash-stand built around a central post. The windows, hung with remnants of old lace curtains upheld by pink glass pineapples.

Wright Ludington's house, "Val Verde," at Santa Barbara. The circular court with ancient century-plants on its modern white walls. The black-tiled floors within. The small black-floored library hung with gold-printed black

cotton. Another library with its walls hung with leaf-green stuff, pulled back to expose books and windows, and a fine Gauguin over the mantel. The great drawing-room with its coral-red damask curtains and its collection of red lacquer and *tôle*. The stone balustrade outside, covered with a blossoming red vine. The fantastic bird-cage hanging on the wall above the dining-room mantel. The magnificent modern paintings running up the stairs and into the corridors—Renoir, Braque, Picasso, Davies, Modigliani, Carroll, Jean Hugo, and so on. Mr. Ludington's own suite designed and painted by Oliver Messel. The bedroom treated like a great tent, with plaster drapery, painted white and lined in red. The tent-bed draped with white felt and lined with dark green faille. The bathroom painted to suggest a Roman ruin.

* * *

The arrival in San Francisco, during Fiesta Week. The porters and taxi drivers and welcoming citizens wearing sombreros, Stetsons, and Spanish hats with ball fringes. The plaid skirts, the trousers tucked into high boots, the new beards. The six-shooters. The gaudy neck handkerchiefs. The hilarity.

The terrifying first experience of San Francisco streets rushing straight up into the air. The sinking sensation of going down and of heading straight upward again. The arrival at the Mark Hopkins Hotel on the top of Nob Hill, where a man dressed as a professional gambler sat in the lobby, curls on forehead, white satin tie with diamond pin, black derby, trousers tucked into boots.

The realization of a lifelong desire to see Gump's famous shop. The collection of Cambodian and Siamese heads and hands. The Jade Room with its incredible treasures. The fat pigeon cut from a solid piece of turquoise. The two crows of black jade.... The flowers in Podesta's flower shop. The first pink violets I ever saw, and the Mary Louise violets—heavily scented double violets with lilac and white centres.

Lady Hughes' pink villa at Menlo Park, among yellow clouds of acacia-trees. The round entrance-hall with its carved glass pilasters. The little powder-room with its curtains of cut crystal beads. The library doors of silver with sky-blue leather. The living-room windows, the (Continued on page 138)



"Lux your lingerie touches" says Filene's

• There's sophisticated prettiness this year in the touches of lace and white fragility that you tuck under your chin. You'll want to keep them immaculately fresh, of course. "Do handle them gently," says Filene's. "We advise Lux. We don't want you to spoil their fragile lace and handwork by rubbing with cake soap or using harsh soaps. Lux is safe for anything safe in water, you know."

fine stores everywhere advise...

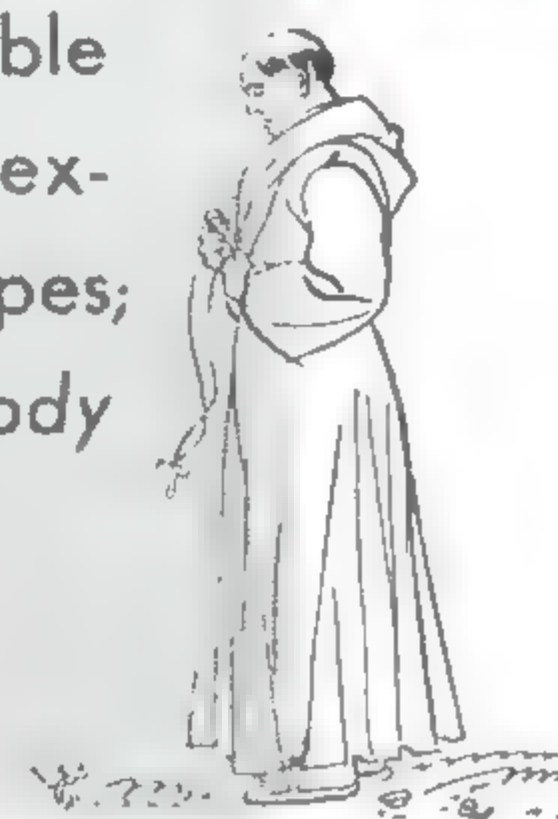


New SET-A-PLACE Service

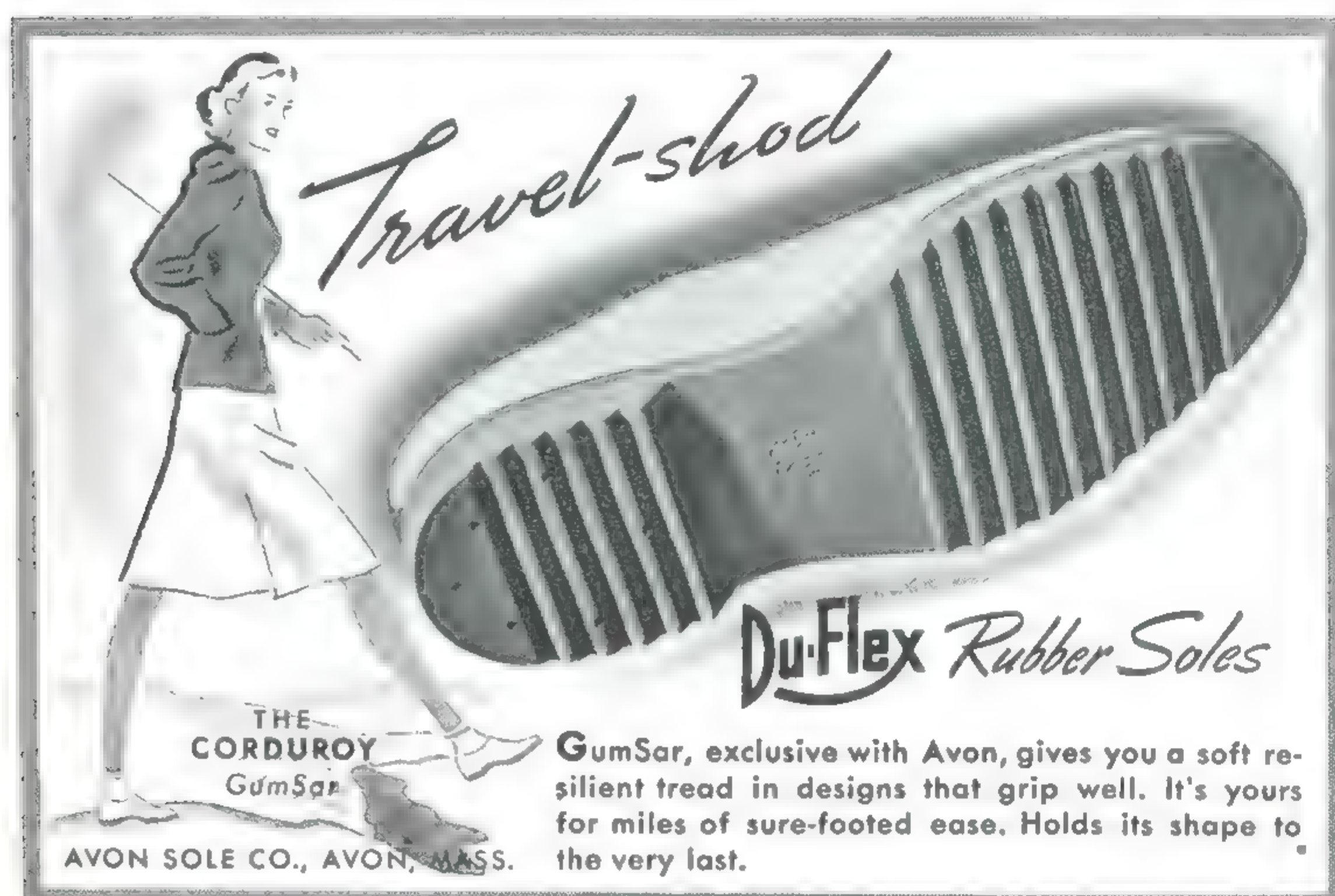
A 5-PIECE UNIT at \$150 makes possible, on a true budget basis, the delight of planning charming table settings in our extensive palette of exquisite colors and four distinctive shapes; featuring our patented craze-proof body

Send to Dept. 5-E for name of nearest dealer and descriptive folder.

FRANCISCAN WARE
REG. U. S. PAT. OFF.
AND Catalina Pottery



GLADDING, McBEAN & CO., LOS ANGELES



Travel-shod

Du-Flex Rubber Soles

THE CORDUROY GumSar

GumSar, exclusive with Avon, gives you a soft resilient tread in designs that grip well. It's yours for miles of sure-footed ease. Holds its shape to the very last.

AVON SOLE CO., AVON, MASS.



At least nothing that hasn't been known for years to America's leading riders. To these the exclusive styling, the trim fit, the distinctiveness of Meyers Brothers riding apparel is as familiar as the Horse Show Blue Book.

Neither is it a secret that those who ride look for Meyers Brothers riding wear at the smartest metropolitan shops.

Meyers Brothers Inc. LEXINGTON, KENTUCKY



... this bit of enchantment of pure silk faille with French hand-made Beauvais embroidery in bewitching colors. Pannier bow handle to make the carrying a pretty gesture. Jeweled gilt clasp. Black. Navy. White. About \$10.50.

designed by *Josef* for
Gold Seal Importers
30 EAST 33RD STREET NEW YORK

A DECORATOR LOOKS AT CALIFORNIA

(Continued from page 137) lower part of carved glass panels set in frosted glass, the design taken from heads of old Greek coins. The dark blue glass fountain head in the patio.

The Templeton Crocker apartment on the top of Russian Hill, the climax of San Francisco's thrills. Done ten years ago by Jean-Michel Frank of Paris, it is still the best modern decoration in America. The parchment room with its thousand changing tones, its mantel of violet mica mosaic, its lacquer tables with sharkskin tops, its lights concealed behind huge lumps of rock-crystal, or strips of ivory, its two tall cabinets of golden straw. The dining-room of gold lacquer, by Jean Dunand, the walls of different coloured golden rays running from the corners upward. The dining-table of eggshell lacquer. The chairs of amber lacquer, translucent.

Miss Alma Carlisle's famous Chinese house. The great *Kong* (Chinese bed) in each room. The tall Chinese stoves in plain brass. The old enamel ice-cooler, from the Imperial Palace, in the dining-room. The cook, Wong, who brought in a wicker basket, with a long handle, filled with sandwiches, a bunch of violets lying among them.... Mrs. Loring Pickering's amusing apartment on Bush Street. The grey-and-yellow tent ceiling of the dining-room. The living-room curtains, great swirls of chintz pulled round and round large curtain-poles.

The eighty-foot statue of Pacifica, the Queen of Treasure Island, against her glittering background of silver stars strung on metal wires. The violet light back of her, at night.... The disappointment of finding that so many exciting-looking foreign buildings were not open. The French, Italian, Brazilian, Dutch East Indies, Siamese, et cetera, buildings were unfinished.

The Decorative Arts section, where Dorothy Liebes has accomplished miracles of assembling and arranging.... The Kohlmann of Paris room, with its grey plaster walls and ceiling inset with twenty thousand black and white oyster shells set in orderly pattern. The plaster mermaid against this background.... A small bedroom by Svenskt of Stockholm, the walls entirely papered with flower prints; charming small bed mostly of rattan.

The room of Paul Frankl of Hollywood, called "Space for Living." The

sun-room with its tremendous red parasol, surely the largest in history and the most desirable.... The commode and dressing-table of mirror designs applied upon mirror, by McMillen.... The candy-striped dressing-table by Pahlmann. The eccentric table with its top of abalone shells, and its square stools with their bright-tufted coral tops by Mr. See.

The Desert Room by William Haines of Hollywood, where only California materials are used. The cream walls of the desert Joshua Tree wood, the floor a parquet of dark brown leather and white parchment, the furniture of brown or white leather, the mantel of silver, inset with turquoise. The use of turquoise in all small things. The Georgia O'Keeffe painting, "The Skull and the Rose" above the mantel. The lighting fixtures formed of a silver mask of a cow's skull, with long horns of Lucite. The two sculptured Indian heads by Liza Monk.

And finally, the Yerba Buena Club, designed by William Wurtzer and decorated by Frances Elkins and her collaborators. The gold, gold, gold! The golden walls, with golden lattices against them, glittering in the sun. The silver-and-gilt hallways, with enormous Louis XV. commodes of gilt plaster. The blue-and-white lounge, with bas-reliefs built up of real seashells, and whitewashed. The two great black-amors, each with three curving sofas making triangles around them. There are fourteen of these sofas in the lounge! The tall blue-and-white screens, striped horizontally. The enormous sofas of gilded frames and gilt leather, the screens of bamboo set horizontally and gilded. The gilt jardinières and tubs everywhere, holding flowers and cacti and large trees. Gilt doors with motifs in shells applied. In the Founders Room, loaned by the President, Mrs. Henry Potter Russell, the white marble mantelpiece with its little oval insets of Italian scenes in coloured marble mosaic. The main dining-room, the walls hung in yellow velvet. The blue-and-white striped blinds beneath curtains of the same velvet. The balcony above, suggesting a box at the opera, hung in the same velvet. The circular stair spiraling down around a crystal central column. One of the many terraces, with its two great black wicker sofas....

California, I love you!

Step lively

Du-Flex Rubber Soles

You'll be off to a good start if you're wearing Du-Flex Soles, particularly this newest one of Rib Crepe. It's made of live, nerry rubber, fresh off the boat from H. & C. plantations of Java and Sumatra.

AVON SOLE CO., AVON, MASS.

GIRL QUEENS OF CAMBODIA

(Continued from page 65) who smile, but stay aloof.

That look in their eyes is renunciation, telling you, ever so tranquilly, that you and the French colonials are only a passing affliction to be borne for the time being, even as the Chams and the Siamese were endured at previous periods. They have heard that history, eventually, has a way of repeating itself: the glory of *their* cycle, they smile and nod, is worth waiting for.

The girls are small, wispy creatures, with hair cut short. They glance at the car with shy surprise, for they know little about Japan's war in China, and they can not think why Americans with leisure are travelling in Cambodia now. So they lift their chins and walk under trees with a classical poise, and you know they are only waiting for the car to pass so that they can go on with their dance.

They wag their purple skirts in the fields, and throw a rag up over their breasts if you stop to talk. But others in the houses and on the stilt-verandas seem content with only a skirt. One girl said she didn't know what to do with a needle, and then went on thrusting an iridescent maze of skeins through the silken web she was weaving into a new skirt.

COMEDIAN IN CAMBODIA

The man falling down the temple steps is an itinerant comedian. That is his audience lying in the grass and leaning up against tree-trunks. Ah, he swirls three hoops in the air, sings a windy song about love, and goes on to a droll story that has an earthy sound to it. During the next round of gossip, he—with a cool, parenthetical detachment—puts a live snake in his nose and brings it out of his mouth. He passes a raffish hat, and the audience puts in coppers, a banana, a home-made cigar, and some rice-cakes; then he is off down the road, barefooted, carrying his scenery in a basket on his arm.

The walls of the Palace in Pnom Penh are pink, and the elephant gates are in pairs: high, studded with porcelain bits. The mustard-yellow and emerald tiles, peaked on the roofs of the pavilions, blaze back at the sun. But there is fantasy in their golden horns, their gem windows, and the nine-headed serpents on their balustrades. Each

pavilion is a jewelled copy of the other, only bigger, more lyrical. One is the Royal Residence, and the others are the Throne Hall, the Treasure House, the Festival Chamber, and the Royal Theatre.

A KING AND HIS QUEENS

In an anteroom, the First Minister is patting his purple knee-trousers into elegant folds, before we go into the presence.

"Am I also to have the honour of meeting Her Majesty, the Queen?" I ask.

The First Minister looks puzzled. "Which one?" he wants to know. "There are two hundred!"

"Well, er...the official one."

"They are all very official," the First Minister replies, shaking his head mournfully and stooping just a little.

Afterwards, we go across the garden to the theatre pavilion. There are no walls, only grass, and flowers, the blue enamel sky, and distant, curling eaves. The floor is like satin, and a cool forest is painted on some cloth across one stairway. When the King wants diversion he comes here, and the younger Queens dance a drama for him. Ten or eleven girl Queens came in now, straightening towers of pink-gold on their heads. With each breath, the Borneo diamonds on their jackets shoot shafts of light, and the strange, unfamiliar thuds are gold hitting gold.

There have always been girl Queens in Cambodia, because there have always been dance-dramas, and only a Queen can dance for the King. The present monarch's father had eight hundred Queens, and his father had a thousand. "Economic conditions," the First Minister murmurs apologetically, "...the difficulty these days of budgeting expenses with a thousand ladies in the household!"

Only the girl Queens are dancers. Some have known always that they will be queens: others are bequeathed the rank overnight; but all have spent their whole life, day after day, twining and twisting their arms, flexing little fingers, and curling up toes in stylized postures. Each generation of girls who come to the palace wears the bracelets and brocades of past generations. The costumes are two and three centuries old—locked (Continued on page 140)



ON A bike OR A hike

Du-Flex
Rubber Soles

THE RUF-TRED
AVON SOLE CO., AVON, MASS.

Avon does a series of designs in rubber soles that leave the smartest imprints on the fields of sport. You'll find them on the better shoes everywhere.



FORTUNA

Two-way Stretch
Featherweight **GIRDLES**
for Warmer Days

A rousing cheer for the sunshine season—and this lightweight, inexpensive FORTUNA girdle that makes your Springtime silhouette so lithe, so beguilingly slender! The front panel of rayon satin tucks your tummy sleekly into place, and the sheer, cool cotton and elastic mesh texture holds and moulds your figure firmly, but comfortably. Washes easily—also available in pantie style. At leading stores. \$2.00

Other Fortuna styles, \$1 to \$5. All-in-One Foundations, Lace, Satin, Power Tissue models. Write Dept. V for the name of the nearest dealer.

WOLFE & LANG, Inc.
NEW YORK CITY



Alluring Odors
by **ORLOFF**

Orloff Russian Eau de Cologne — refreshing, stimulating. New mysterious "top notes": Gardenia Russe, Nikki, Carnation Imperiale 1.25

The inspiring fragrance of a gorgeous corsage and two shimmering silky sachet boules are perfect aids to glamour 1.25

Delightful scents, delicately blended with the finest quality soap. Preferred by discriminating women everywhere 1.25

At all toiletries, gift, notion and closet accessories departments of leading stores everywhere.
Prices slightly higher in Canada

parfums orloff
NEW YORK CITY

WRITE FOR THESE BOOKLETS

You can simplify your shopping and learn more about many products advertised in Vogue by writing to the addresses listed below for these booklets. They're all free unless otherwise indicated.

Beauty

HERE DWELLS YOUTH gives you a complete description of the Primrose House basic preparations and treatments for special skin faults. Prices are included. PRIMROSE HOUSE, DEPT. V, 111 EIGHTH AVENUE, NEW YORK CITY.

THE AFFAIRS OF BEAUTY outlines Frances Denney's beauty treatments for all skin types, with an apt introduction giving you the Golden Rule of the Beauty Ritual, which is "Constancy." There are also notes on bathing and depilatories. FRANCES DENNEY, DEPT. V, PHILADELPHIA, PENNSYLVANIA.

ANY WOMAN CAN LOOK LOVELIER gives Barbara Gould's simplified treatments for making your skin lovelier and for applying make-up correctly. BARBARA GOULD, DEPT. V, 35 WEST 34 STREET, NEW YORK, NEW YORK.

EARLY AMERICAN TOILETRIES by Shulton are scented with "Old Spice" and beautifully packaged in attractive treasure boxes, covered with a wood veneer and decorated with bright sprays of flowers. SHULTON, INC., DEPT. V, 358 FIFTH AVENUE, NEW YORK, NEW YORK.

YOUR LOVELY SKIN is Dorothy Gray's booklet outlining the correct treatments for every type and condition of skin. There is a catalogue of the Dorothy Gray preparations. DOROTHY GRAY, DEPT. V, 683 FIFTH AVENUE, NEW YORK, NEW YORK.

BEAUTIFUL HANDS outlines the authentic Peggy Sage manicure method that you may follow at home. PEGGY SAGE, INC., DEPT. V, 50 EAST 57 STREET, NEW YORK, NEW YORK.

BEAUTY SECRETS FROM BOND STREET is Yardley's booklet that gives special notes on caring for your skin, as well as descriptions and photographs of the refreshing preparations from this famous British line. YARDLEY, DEPT. V, 620 FIFTH AVENUE, NEW YORK CITY.

Silver—Household

HOW TO PLAN YOUR WEDDING AND YOUR SILVER is a new Towle booklet that you will find most helpful in selecting your silver pattern. For this booklet, please send ten cents. THE TOWLE SILVERSMITHS, DEPT. V, NEWBURYPORT, MASSACHUSETTS.

TABLE SETTING AND SILVER SERVICE are the subjects of an attractive Gorham booklet which will be sent to you upon receipt of ten cents. THE GORHAM COMPANY, DEPT. V, PROVIDENCE, R. I.

EATER'S DIGEST is Heinz's new booklet that is a collection of pet recipes contributed by gourmets from all over the country. Send ten cents to H. J. HEINZ COMPANY, DEPT. V, PITTSBURGH, PA.

Wardrobe

VASSARETTES. A new picture booklet illustrates the latest Vassarette foundations. Write for this and the name of your nearest store. VASSAR COMPANY, DEPT. V, 2531 DIVERSEY PARKWAY, CHICAGO, ILLINOIS.

SHOECRAFT, the by-word for women with very narrow, long feet, has a new spring booklet illustrating their latest styles. For your copy, write SHOECRAFT, DEPT. V, 714 FIFTH AVENUE, NEW YORK CITY.

SPRING CLOSE-UPS BY FOOT SAVER is an attractive new shoe folder. THE JULIAN & KOKENGE COMPANY, DEPT. V, 57 WEST MAIN STREET, COLUMBUS, OHIO.

SPRING BOUQUET OF HANDMADE BLOUSES by Yolande is a new booklet showing eight irresistible spring blouses with fine ajour work, tiny tucking detail, embroidery or lace trimming. Made of soft silks or sheer batistes or linen, they are both flattering and practical, as they wash beautifully. YOLANDE, DEPT. V, 16 EAST 34 STREET, NEW YORK CITY.

NATURALIZER SHOES are illustrated in a new spring booklet. For this and the name of your nearest store, write NATURALIZER, DEPT. V, ST. LOUIS, MO.

Travel

KEY TO HAVANA gives you a brief survey of historical facts to make your trip to Cuba more interesting. It has been prepared by El Encanto, Havana's famous store. For your copy, write EL ENCANTO, DEPT. V, HAVANA, CUBA.

YOUR TRIP TO EUROPE is an invaluable book for prospective European travelers. In "question and answer" form, it contains all the information you will need to have. For your copy, please send twenty-five cents to HAMBURG-AMERICAN LINE, NORTH GERMAN LLOYD, DEPT. V, 669 FIFTH AVENUE, NEW YORK CITY.

NORTH CAPE—SCANDINAVIA—EUROPE cruise on the M. S. Oslofjord, Norway's newest passenger liner, is fully described in a colourful booklet. FRANK TRAVEL SERVICE, DEPT. V, 677 FIFTH AVENUE, NEW YORK CITY.

FACTS ABOUT THE NORMANDIE is a beautifully illustrated booklet about this magnificent liner. FRENCH LINE, DEPT. V, 610 FIFTH AVENUE, NEW YORK CITY.

TRAVEL IN GERMANY is an interesting booklet that tells you about resorts, hotels, sports, railroads, planes, et cetera in Germany. It contains a map to help you plan your trip. GERMAN RAILROADS INFORMATION OFFICE, DEPT. 31, 11 WEST 57 STREET, NEW YORK CITY.

SWITZERLAND—a short and handy guide for tourists—contains a wealth of information on the various parts of this exquisite country. SWISS FEDERAL RAILWAYS, DEPT. V, 475 FIFTH AVENUE, NEW YORK, NEW YORK.

LANDS OF SUNLIT NIGHTS is a fascinating booklet describing the Scandinavian countries. SWEDISH TRAVEL INFORMATION BUREAU, DEPT. V, 630 FIFTH AVENUE, NEW YORK CITY.

CANADA CALLS YOU is a comprehensive magazine-size booklet telling you many interesting things about travel in Canada—the interesting provinces, the beautiful parks, the world-renowned fishing spots. CANADIAN TRAVEL BUREAU, DEPT. AV-139, OTTAWA, CANADA.

PICTURESQUE SAN ANTONIO is a new booklet filled with charming camera impressions of this historic city, its landmarks and activities. MUNICIPAL INFORMATION BUREAU, DEPT. V, 201 AUDITORIUM PLAZA, SAN ANTONIO, TEXAS.

GIRL QUEENS OF CAMBODIA

(Continued from page 139) inside glass cases in the treasure-house until word sifts about the palace that the King will watch a dance that afternoon. But once a girl Queen becomes middle-aged, say, twenty-two or -three, she settles back and becomes a housekeeper-queen; while some new girl-queen busies herself with the ancient brocades, runs gold circles up her arms, and fits a heavy tower onto her sleek, black head.

The costumes are always the same, the drama never varies by so much as a flip of the finger, and even the little Queens themselves must be almost identical with all those hundreds of other girls who have danced here before.

SILVER, GOLD, JADE

Beyond a gate and a frescoed cloister is a vast pagoda paved with five thousand tiles of silver, each bigger than your hand. Lacquered shutters keep out the sun, so that the dazzle of the floor will not blind you. There is a grass-green Buddha cut from a mass of jade, and next to it is a life-sized Buddha of solid gold. Gold is everywhere about—beaten into the walls, hanging in canopies, fashioned into urns and bowls. But just so that you will not find this gold monotonous, some of it is acid-green, and the chair you knock your shins against is as pink as a sea-shell. And could you, sitting in a gold chair, ever touch lip to a teacup that wasn't made of white-jade or of carnelian? Now could you?

Just a few trees away from the Palace compound is the satisfying building of the Cambodian Art School. It has carnelian-tinted walls and a sharp, black roof. Shallow pools in its centre court catch the blue of the sky and hold it against lemon hibiscus and the cerise plumes of bougainvillea. All about the arched *salas*, young Cambodians are working with the tools of their ancient forbears, putting lacy scrolls into silver, copper, wood, and stone. They borrow the delicate motifs from Angkor, Banteai Srei, Oudong, and Pnom Penh to lacquer them on rice-bowls and weave them into skirts.

The faces of the boys and girls here are alive and happy. A chisel or a mallet in their hands is comforting, if

only they have some magnolia wood, a lump of silver, and a bench to work on. They are not farmers, politicians, merchants, or functionaries, but a race of artisans so innately artistic that they can not be bothered having a mean household tool unless they can make it decorative, as well.

PNOM PENH NIGHTS

Pnom Penh has only small sounds at night. The darkness is like a plug fitting into the doorways and windows, and sealing the high pillars each house rests upon. A muffled laugh comes through, and sometimes a coaxing murmur, but there is no music, and no one sings, unless the chant of *sutras* from a hundred shrines could be called song. Over in the thick dust of the market, the Chinese vendors and the Annamite coolies thump their boxes and scream at one another for a *centime*, but no Cambodian will go near the place, for, in their language, "Chinese" and "Annamite" are just synonyms for obnoxious.

THE ROYAL BALLET

Rush-torches light the pavilion where the Royal Ballet dances out the beloved story of Ramayana. The audience knows it by heart: knows and is cold when a gesture is blurred, or a ring is put on the wrong finger. The ballet is hung with diamonds, gold, and museum brocade, as authentic as the Queens wear. A real princess, reason Cambodian theatregoers, wears heavy silk, a crown and bracelets of gold: so—let a dancer pretending to be a princess dress like one. Sleazy silk and a gilt head-piece only prove she is sham.

The ballet sifts across the pavilion, then jerks, and twists, and twines. It is stiff: it is soft: it is stiff. It is all angles and points, but it is sinuous and kindling. The lithe musicians ripple their mallets along the table chimes. Bats swoop through the torches. Out on the river, a boatman mourns into a bamboo flute. And then, while the princess is sleeping, a monster-bird comes out of the sky, gathers her in his arms, and bears her off, off—well, as far as the palm beside the pavilion, where he smokes a cigarette until it is time for his next scene.

STEP UP YOUR GAME

Du-Flex Rubber Soles FOR GOLF

THE TRI-GRIP
(with Rubber Spikes)

AVON SOLE CO., AVON, MASS.

Wear them anywhere! Rubber spikes to make you sure-footed on any fairway—and they won't mar the polished clubhouse floors. This Du-Flex Sole should be on your next golf shoes.

CONVERSATIONAL KLEPTOMANIA

(Continued from page 63) you know, incredible as it appears to us and to the lady's husband; and Thurber knew there was a seal; he drew it wistfully hauling itself up onto the bed-post behind her head.

Years ago, Sinclair Lewis told me an anecdote which ended on a fine, simple lesson in contentment: "Take away the cow." That story deserves a place in our collection: A peasant and his family have to sleep in the same room with the hens; he asks the local Rabbi for a remedy; but, to his bewilderment, the Rabbi suggests that he should first add his goat and furthermore his cow to the already miserably overcrowded room. At the end of a fortnight of this intolerable discomfort, he goes again to the Rabbi, still faintly trustful that a remedy can be found for despair. "It is well," said the wise man, "your troubles are at an end. Go home and take away the cow." And it is an undeniable truth that after a fortnight cheek by jowl, so to speak, with a cow, the hens, formerly so obstreperous, will hardly seem to be there any more. "Take away the cow," only takes a few seconds to say; while to expound the creed and psychology underlying the incident, would be a matter of hours.

From H. G. Wells' *Kipps*, there remains for us "Buttud toce" and "Oh, Ann, I been so mis'bel." And finally: "Oo, I dunno," which is Kipps' final summing-up after a struggle to express himself on the world. "Oo, I dunno" comes as close to it as we can hope from any more fine-sounding philosophy. Galsworthy gives us a snub in typical Soames Forsyte style; his daughter, Fleur, had carried on too enthusiastically over a picture he had given her: "Oh, Dad, how jolly!" But Soames disliked hyperbole and metaphor and symbolism. "It isn't," he said; "it's a monkey eating fruit."

BARONS AND BARONS

If you have read *1066 and All That*, you will realize "the Barons should not be tried except by a special jury of other Barons who would understand," illustrates perfectly, with maybe a sly wink towards connivance, our natural, if secret, desire to save time and explanation by letting our acts be judged always and only by our peers, those "other barons who would under-

stand."

From Kenneth Grahame's *Wind in the Willows*, the phrase I find myself using most often, in vehement dispraise of almost anything, is: "horrid little cart, common little cart, canary-coloured cart!" And when some one is swaggering and blowing himself up: "Intelligent Mr. Toad!"—"She asked, 'Who is that handsome man,' and they answered, 'Mr. Toad!'"

Rebecca West mentioned in one of her review articles: "Surprise made me look like a goldfish," and that, too, is pretty useful once you have laid hands on it. You are more than just surprised; surprise has made you look like a goldfish.

These items are showing signs of strong wear and tear. "She must have seen something nasty in the woodshed!".... That, I should say, with its mockery of the Freudian School when overdoing it, has become fairly universally understood. It originated in Stella Gibbons' *Cold Comfort Farm*, where the old grandmother of ninety was still privileged to have three meals brought up to her bedroom every day because at the age of four she had seen something nasty in the woodshed.

AND THESE

About two months ago, a group of us read *The Sword in the Stone*, by T. H. White. And for a brief while, conversation became so cryptic by its close association with that most delightful, most magical of books, as to be really tiresome to the uninitiated. I have left out nearly every one's inevitable references to *Alice in Wonderland* and *Through the Looking-Glass*, because, as in Hardy's *Jude the Obscure*, they are "too menmy" (and this tragic reference is one of those, I fear, which I use constantly and flippantly). *The Sword and the Stone* challenged "Alice" by the number of its intoxicating contributions to our daily talk. Gradually, however, they sifted themselves out; and I will content myself by noting down only one (for me) wholly indispensable fragment: "Come along, Robin Hood," snapped King Pellinore, for once in a temper, "stop leaning on your bow with that look of negligent woodcraft!"

"With that look of negligent woodcraft".... And how did I manage to do without it, all these years.

Invitation to beauty....

... A new thrill in complexion improvement. Created for skins marred by pimples, blackheads, blemishes. FORMULA 301 was heretofore available only in the exclusive salon of a famous dermatician. Applied as a powder base, it conceals unsightly blemishes, instantly... while its soothing, cleansing action, underneath your make-up, helps eliminate them. Thousands of women are enthusiastic about FORMULA 301. A week's trial will convince you.



ONE DOLLAR

at leading Department and Drug stores

or send 10c for Trial Size to:

KAY PREPARATIONS CO., INC., 745 FIFTH AVE., NEW YORK, N. Y.

COLWYN EL RETA DORIS REGAL

\$5 and \$5.50
Slightly Higher in the West

CUSTOM-FITTING Coolness

The delightful thing about summer Tarsal Treds is that they are every bit as cool as they look—not merely the effect of white materials and gay, open styles, but with the perfect coolness of a pre-flexed shoe of feather-weight construction, custom-fitted to your foot by Tarsal Tred's exclusive features. Write for Style Portfolio and dealer's name. THE H. C. GODMAN COMPANY, Columbus, O.



Tarsal Tred Shoes
10 MILLION FEET SAY "THANK YOU"

PATEK PHILIPPE
EST. 1839
THE WORLD'S FOREMOST
WATCH
GENEVA NEW YORK
SOLD BY LEADING JEWELERS



"Lux your handmade blouses" says L. Bamberger and Co.

PRETTIED with tiny tucks, baby laces and quaint hand touches, these supersheer "shirtwaists" give you a new, fragile charm. "Do treat them tenderly," urges Bamberger's. "Cake-soap rubbing or harsh soaps might ruin the fabric, break the stitching. Use gentle Lux. It will repay you in longer wear." Anything safe in water alone is safe in Lux!

Fine stores everywhere advise

LUX
For all fine laundry

SLACKS AND SKIRTS

(Continued from page 52) You'll lean on skirts and tops for country evenings, whether you're dining at home or out, or going to a dance at the club. A full skirt of red printed percale below a curt little quilted jacket of the same material (page 56). You'll have two or three evening skirts and wear assorted tops with them—a white flannel skirt, or a swinging peasant one, or a ribbed umbrella skirt. With them, short little hand-knitted sweaters or crisp piqué or linen blouses—and masses of jewellery. One beige linen skirt has a knitted hem and is worn with a beige knitted sweater and skirt. One dark blue sharkskin skirt is worn with a pale lavender blouse.

ON THE GOLF COURSE

For golf, you'll want one of the new jockey shirts—its façade one colour, its back and sleeves another. There's one on page 58. There's a golf outfit in town that's a stroke of genius—a skirt and shirt made of a wonderful new feather-weight Forstmann gabardine. Its simplicity is better than par, its only ornament being a pigskin belt and buttons. Another perfect golf dress is one-piece and short-sleeved, of thin wool jersey, with the neck and opening bound with ribbon, like a cardigan.

ON THE TENNIS-COURT

For tennis, the one-piece dress thrives, because it doesn't come apart when you reach for a fast one. You'll

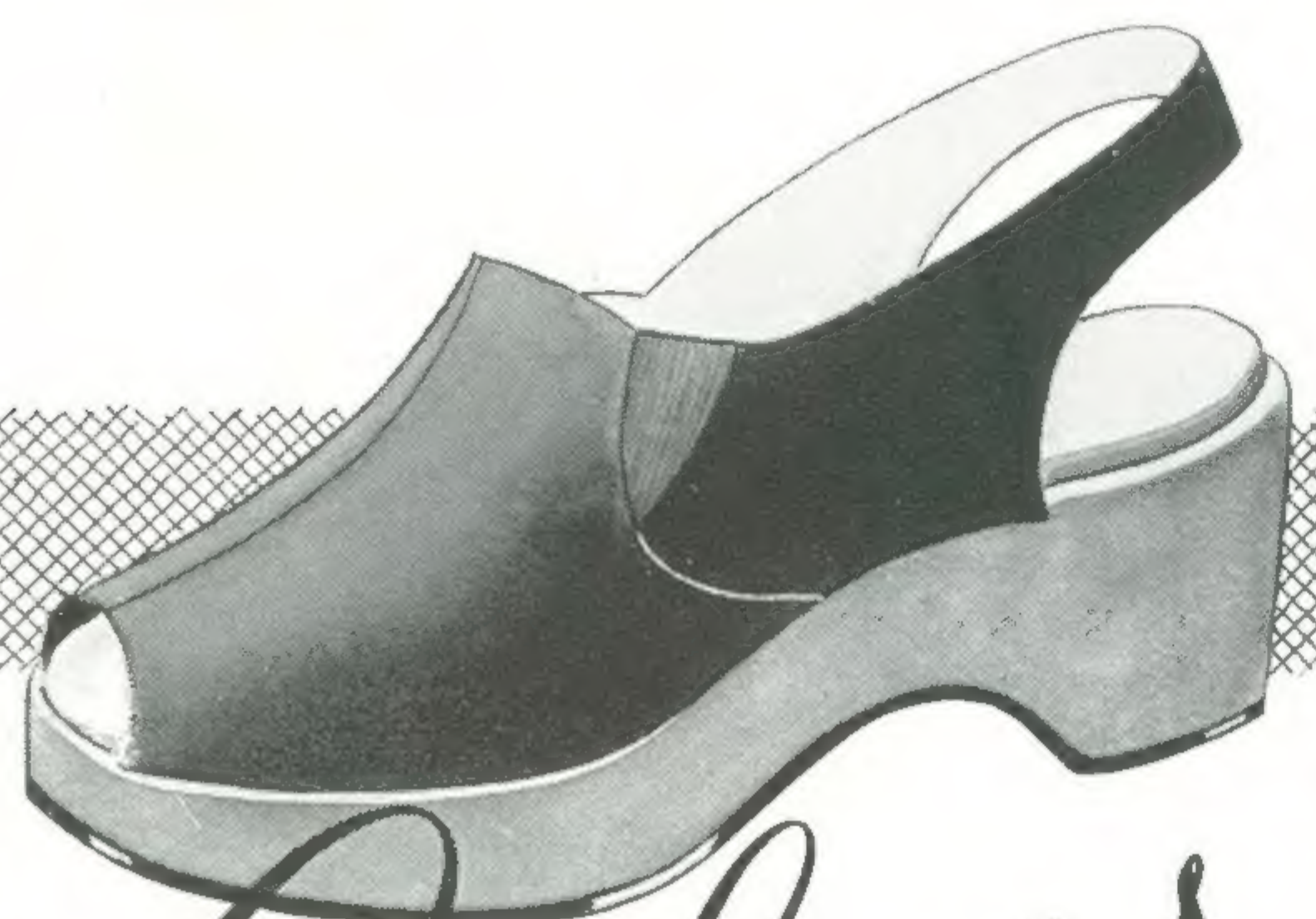
step out on the courts in a knee-length one-piece dress of white rayon, its short skirt pleated all around. Or a white crêpe tennis dress—also with a pleated skirt—that zips up the front and, for the benefit of really violent players, zips open across the back at the belt-line. The newest tennis skirts are either pleated or four-gored, and very short.

SWEATERS—LONG OR SHORT

Your sweater, this summer, is apt to be very short or very long. There are hip-length ones, kind to broad-beamed figures, and there are rib-length ones for the svelte. One of these, of coarse white cotton, is made exactly like a fencer's jacket. Some sweaters have low, oval necks, meant to be filled in with jewels. Some sweaters are knit of satin baby-ribbon. And some are knit of yarn like straw.

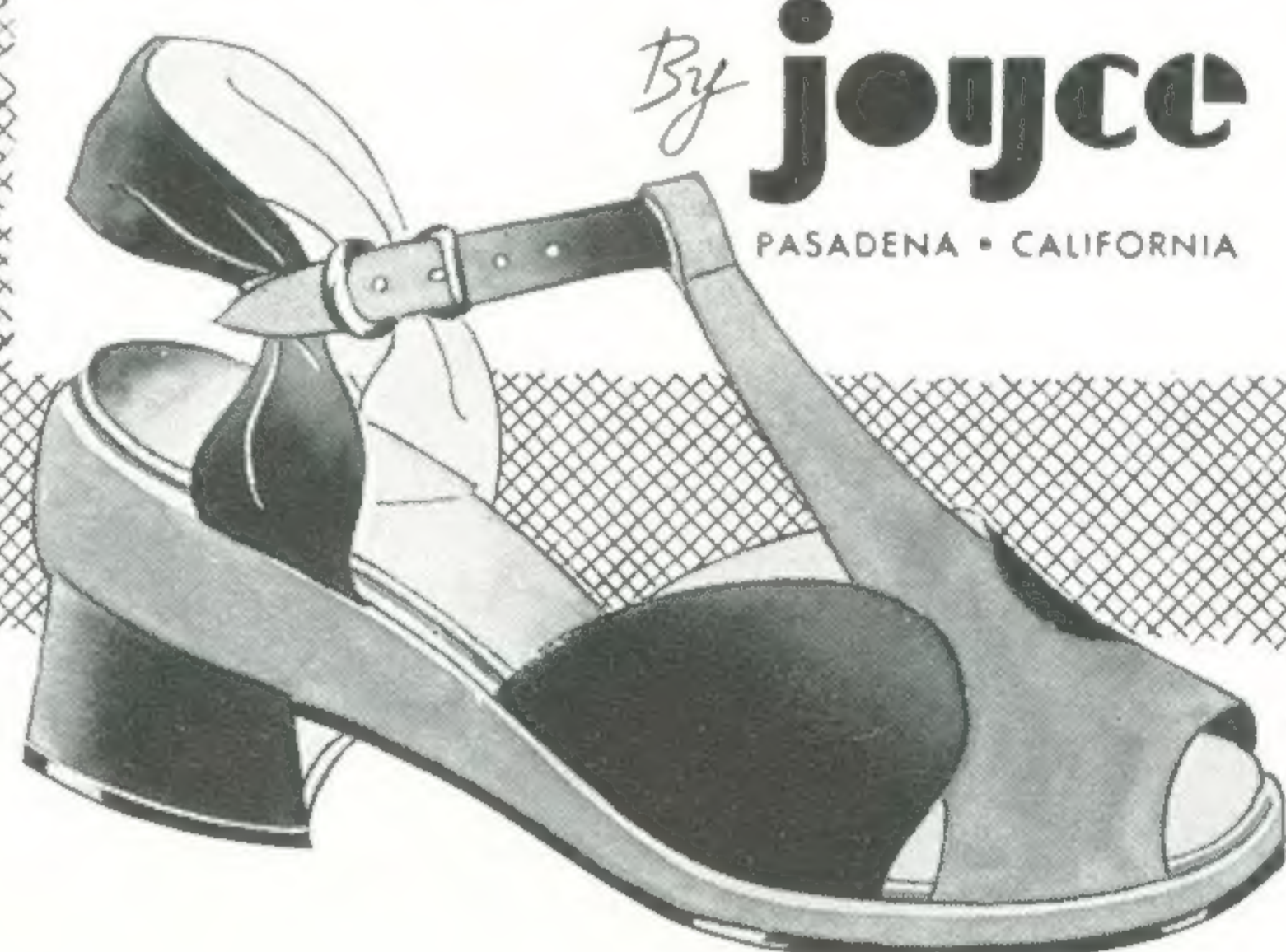
YOUR COUNTRY COAT

To cover up in the country, you might have a pale blue polo coat that would be pretty effective over any dress. Or one of Jaeger's polo coats in natural camel's-hair, complete with a hood. After a violent set of tennis, throw on a short white wool tennis coat with a hood. For the side-lines, wear a long blue flannel blazer with brass buttons. And practically any time of day, envelop yourself in a coat of Queen's plaid—green-and-black over-stripes on a bright red ground.



Cool-ees
...AND THEN SOME

TWO BRIGHT new playshoes that are going places. *Sketched at top, "Sandab... gay, slightly Dutch... with rocker sole of covered cork. Lower, "Carnivele," a giddy young cool-ee with a brand new kind of heel. Both made in duckskin in wide range of colors. At leading stores everywhere.*



SAVOIR-FAIR!

Don't wrack your brain and ruin your facial over what clothes to take on your World's Fair trip. Vogue's May 1 issue solves the problem for you with a Fair Wardrobe warranted to meet any and all occasions. With this issue as your guide, you can go sight-seeing at the Fair, night-clubbing in Manhattan, and week-ending in the country—all with equal sartorial aplomb.

quilted



Fashion sorcery to arouse the eternal feminine in you... a refreshing, new style which echoes the decorative mode with a dainty, quilted garland design. More to be prized because it conceals the magic Foot Delight cushion, glorious secret of lively feet that never tire. Bancroft Walker Company, Waltham, Mass.

Foot Delight
SHOES



Artist Model*

WITH DETACHABLE BRASSIERE

Four patented tabs secure them into your perfect all-in-one. You have the combined benefits of the girdle best suited to your waist, hips and thighs . . . the bra that does all the right things for your bust. Custom-made fit at ready-made price is yours with Artist Model. There's one for *every figure type*, including yours—at better stores everywhere. \$5 to \$30. Extra bras \$2 to \$7.50. STYLED OF FABRICS CONTAINING COTTON, RAYON, SILK.

*REG. U. S. PAT. OFF.

. . . Custom-Designed to Your Individual Proportions yet ready for immediate fitting and wear! That's the remarkable feature of Artist Model. For actually, Artist Model is two separate garments, a girdle and brassiere.

BY AMERICAN LADY • ALSO MAKERS OF MISS TODAY AND NU-NOTE FOUNDATIONS • 148 MADISON AVE., NEW YORK, N.Y.

THE

RIGHT COMBINATION

FOR MORE

SMOKING

PLEASURE



Chesterfield

THE BLEND THAT CAN'T BE COPIED

THE RIGHT COMBINATION OF THE WORLD'S BEST CIGARETTE TOBACCOS